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# D5.5 Communication plan after the end of the project

**ECOINFLOW - Energy Control by Information Flow**  
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[www.ecoinflow.com](http://www.ecoinflow.com)

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## Summary

This deliverable presents the Dissemination Plan and summarises the strategy and the concrete actions that will be taken by the consortium for the dissemination of ECOINFLOW project results in the post project period. The produced Post Project Dissemination Plan will serve as a guiding document for an effective post project dissemination and exploitation of the project results. The Plan shows the activities for the next three years.

## Table of Contents

Summary .....	3
Introduction .....	5
Objectives of the work .....	5
Objectives of post-project dissemination activities .....	5
Target audience groups of post-project dissemination activities .....	6
The scope of action of post-project dissemination activities .....	6
The use of promotional tools and materials .....	7
Overview of some the planned activities .....	11

## Introduction

The Post Project Dissemination Plan provides an overview of the plan for the dissemination and use of the ECOINFLOW project results in the post project period. The plan was produced at the final phase of the project and it explains the rationale behind the chosen strategies and communication tools for the post-project dissemination. It is a follow-up of the D5.2 Dissemination Plan, which was produced at the initial phase of the project and described the plan and strategies for dissemination activities carried on during the project's lifetime.

The Post Project Dissemination Plan identifies:

- target groups interested in the ECOINFLOW results/products,
- strategies to be taken in the post-project period to ensure the greatest possible awareness of the ECOINFLOW project outcomes,
- dissemination tools and lists different opportunities and methods when implementing the post-project dissemination strategy,
- an overview of the post-project dissemination activities.

The scope of actions has been evaluated in terms of effective use of the different dissemination channels and tools to create a broad awareness amongst project-targeted stakeholders, while having in consideration the human-, financial- and time resources that the ECOINFLOW consortium will have available.

The plan also gives an insight into the individual post-project dissemination activities and lists the up-coming post-project dissemination opportunities/events (a list of trade shows, conferences, seminars and workshops for further project promotion).

## Objectives of the work

### Objectives of post-project dissemination activities

The overall objectives of the ECOINFLOW post-project dissemination activities are in line with the general project dissemination objectives:

- to create awareness of the project results among the key target groups (sawmill managers /operators, policy makers, equipment manufacturers, sawmill industry associations, etc.);
- to share the knowledge and experience gained during the project;
- to enhance discussion and expertise on relevant issues related to energy efficiency amongst the key actors, such as the national sawmill industry.

The project partners will continue to promote and make known the activities and the results of the project on an ongoing basis during the post project period.

The produced Post Project Dissemination Plan will serve as a guiding document for effective post project dissemination. The Plan seeks to consolidate and evaluate the results following completion of the project and shows the activities for the next three years.

### **Target audience groups of post-project dissemination activities**

The dissemination actions after project life will focus on development of the activities designed to promote project outcomes primarily among the sawmill managers and operators.

The secondary levels of dissemination activities will be focused on policy makers, scientific communities and the general public.

### **The scope of action of post-project dissemination activities**

The scope of actions is evaluated in terms of effective dissemination channels and tools to create a broad awareness amongst different target groups, while taking into account the possible impact of the project results.

The main project dissemination actions will be on the following three fields:

- use of promotional tools and materials,
- use of communication channels,
- specific opportunities/actions for dissemination activities.

Specific actions will be designed for further dissemination of each project outcome:

- EnMS handbook,
- Benchmarking tool (and case studies),
- EnMS network,
- Inter Europe Strategy for reduced energy consumption.

The SawEnMS handbook and benchmark tool will be promoted by the use of the already established dissemination channels (ECOINFLOW website, direct emailing, training workshops and sessions, presentations at thematic events, face to face meetings, etc.) The consortium will intend to consolidate and increase the number of the EnMS network members, the contacts established through the network will be intensively used in the future dissemination activities.

In particular more attention will be given to the findings and recommendations exposed in the ECOINFLOW Inter Europe Strategy document. The more involvement will be expected from the SMI associations at national and EU level, who should include the subject of energy efficiency in their regular agendas. The national federations/associations' involved in the project will take more active role in the dissemination of the project outcome and the project generated knowledge to their members. The efforts will be made in establishing contacts with the associations in those countries where the energy efficiency improvements need to be strengthened and where the availability of information on energy efficiency was found to be rather low (Romania, Slovakia, Latvia, the Czech Republic and Poland). It is to be believed that those countries in particular will advantage of the available information on energy efficiency in SMI on European level, including the results of the ECOINFLOW project like the best practice sheets and the SawEnMS Handbook.

## The use of promotional tools and materials

### Project websites (ECOINFLOW and Sawbenchmark)

The ECOINFLOW website ([www.ecoinflow.com](http://www.ecoinflow.com)) was setup in the first year of the project as the main communication platform with external users. It is a multilingual site with content available in 6 languages (English, French, German, Latvian, Norwegian and Swedish). The maintenance and updating of the project website has been an essential dissemination activity which will continue during the post project period. The information available on the web site will continue to target the general public, but also the professional sector.

The important sections on the ECOINFLOW website in the post project period will be the Handbook page and Results page. The SawEnMS handbook is one of the main project outcomes and it has been available for download from the project website in all 6 languages (English, French, German, Norwegian, Swedish and Latvian). The purpose of the handbook is to support sawmills when working with energy management. It is a tailor-made guide for sawmills on how to implement a practical and usable Energy Management System (EnMS). By following the guide, sawmills could develop a framework for reducing energy use and costs in a systematic way.

Together with handbook the additional documents such as Night Owl Walk guide, Defining zones for metering, different templates and tools (such as Energy review tool, Life Circle tool etc.) were also produced and available upon request from the ECOINFLOW national contact point (see [www.ecoinflow.com](http://www.ecoinflow.com)).

The project Results page has been dedicated to project deliverables. Some of the most important deliverables have the abstracts available in all 6 project languages.

It has been also agreed that the project partners should regularly provide the webmaster with up-to-date information on the project post-life developments and dissemination activities, which will then be promoted on the main project website.

Another important project outcome is the Sawbenchmark tool, which will continue to be accessible at the website [www.sawbenchmark.com](http://www.sawbenchmark.com). The sawbenchmark-site is also linked with a short description from the main ECOINFLOW portal. The tool offers the possibility to compare one sawmill energy consumption to 50 other European sawmills.

By using benchmark tool sawmills could:

- consult energy data resulting from national surveys done during the ECOINFLOW project;
- create their own comparison, which will allow them to locate their level of energy consumption compared to different pre-recorded sawmills;
- consult energy efficiency 'good practice' (various actions implemented by sawmills).

Both project websites (ECOINFLOW main website and Sawbenchmark tool) will be maintained for 3 years after project completion.

### Promotional and dissemination materials

Promotional and dissemination materials comprise an essential element of dissemination. The material developed during the project will continue to be used in the post-project period. The ECOINFLOW post-project promotional pack will consist of:

- Final project brochure (available in 6 languages),
- Hard copy SawEnMS handbook (available in 6 languages),

## D5.5 Communication plan after the end of the project

- Project overview PowerPoint presentation,
- Project training PowerPoint presentation,
- Project final publishable report,
- Project roll-up banner,
- ECOINFLOW promotional movie.

All materials have been available in electronic format and ready for download from the project website. The project post-life promotion materials will be distributed through different dissemination activities (trade shows, workshops, seminars, exhibitions, direct emailing, social networks, etc.) as well as at events developed by the project partners (training workshop and sessions, technical meetings, general assemblies etc.).

### **The use of communication channels**

Some standard dissemination channels are going to be used:

- professional orientated networks and associations (for the diffusion of the project results to sawmill industry and related sectors);
- project partners online platforms (project partners websites and national aggregators, LinkedIn accounts, etc.),
- specialised media such as magazines for industry sector.

### **Sawmill associations, network and umbrella organizations**

The project results will also be disseminated through various efficient channels such as professional associations, networks or umbrella organisations. By using the professional networks, the project partners will primarily focus on raising the interest in the European sawmilling industry for the SawEnMS handbook and benchmark tool.

The following table displays sawmill/wood industry associations, network and umbrella organisations to be targeted.

Table1 Sawmill associations, network and umbrella organizations

<b>CEI-Bois</b>
<b>Deutsche Säge- und Holzindustrie</b>
<b>Fédération Nationale du Bois</b>
<b>European Wood Drying Group</b>
<b>European Energy Network</b>
<b>Energy Efficiency in Industrial Processes (EEIP)</b>
<b>European Organisation of the Sawmill Industry</b>
<b>InnovaWood</b>
<b>The Norwegian Sawmill Industries Association</b>
<b>Directia Silvica Arges –Romanian Hardwood Association</b>
<b>Russian Federation of Sawmills</b>

### **Online platforms and social networks**

The partners will be encouraged to use the social networks and platforms in order to share the project results. The already existing Twitter, Facebook and LinkedIn accounts of partner's organisations could be used as a successful communication tools for both the public audience and the professional sector.

### **Specific opportunities for dissemination activities**

Based on dissemination experiences gained during the project, the ECOINFLOW consortium identified a great variety of special dissemination activities which can be implemented also in the post project life to increase the awareness of the project results.

The principal lines of action will be the following:

- participation of the project partners in thematic events within the framework of sawmill industry, the energy savings and energy efficiency, and other related subjects at national and international level (in particular trade show, exhibitions, and thematic workshops and conferences);
- organisation of training workshops for sawmill operators and managers;
- face-to-face contacts with sawmill representatives;
- periodic publications of articles and information related to the achieved project results in recognised journals on national and international level;
- periodic dissemination of the project outcomes among organisations involved in the sawmill industry and energy efficiency measures.

### **Participation at leading sector related events**

The project partners will continue to spread the word about project achievements at thematic events related to the sawmill industry, energy efficiency, and energy saving and related fields. The events in focus will be trade fairs, exhibitions, workshops, conferences at national, regional and international level. The project members will also try to give the project the widest possible coverage at other less-important events which they might attend as guests or invited speakers.

Some of these events have already been identified by the partners as possible opportunities for post-project dissemination and raising the visibility of the project achievements. The project partners will attend these events as exhibitors, or through speakers or guests.

### **Training workshops for sawmill operators and managers**

The Project partners will continue with organisation of the training sessions and workshops in the post project period. The workshops will target the sawmill operators and managers and will focus on promotion of the project developed EnMS (SawEnMS Handbook), SawBenchmark tool and best practice cases which were elaborated during the project. The training material produced during the project such as Training PowerPoint presentation, Energy Review tool, LLC tool, will continue to be used beyond the project life. The training kit will be adjusted to the specific training occasions.

### **In Person Dissemination.**

Although sharing of knowledge through person-to-person communication may seem so informal as to not be considered a part of “dissemination strategy” at all, the use of personal connections are often the most effective way in rising the interest for the project.

Therefore, the direct contact with industry (in particular sawmill managers and operators), and equipment manufacturers by face-to-face meetings, direct emailing or during the informal gatherings will be extensively used as a dissemination channel by the project consortium.

### **Publication of articles**

Information and articles of interest will be periodically published using the communications media (established national and international journals and publications) in the sawmill industry, and other industries dealing with energy efficiency and energy saving. All project

## D5.5 Communication plan after the end of the project

partners that wish to do so may participate in the preparation of these articles, in accordance with relevant thematic contents of the articles.

The objective of the publishing activity will be to provide coverage on some particular results or achievements of the project with professionals from the sector, the scientific community and the business setting.

The project partners responsible for this dissemination programme will select the most relevant publications in their respective fields, such as:

*e.g. European Journal of Wood and Wood Products, European publication on wood products*

Alongside with the publication in specialist journals, the partners responsible for social dissemination of the project will use their own newsletters and publications (InnovaWood, SP, Tretknisk, FCBA, BSW and AmberWood, periodic newsletters etc.) to publish articles on the project, this would be foreseen in particular in the first few months after the project end.

## Overview of some the planned activities

Table 2. Overview of some post-project activities

Type of activity	Detailed description	Audience	Partner responsible
Workshop	Training workshop sawmill managers and operators Norway, autumn 2015	10-15	Treteknisk
Information session	Ligna fair booth TI 2015	>20000	TI
Handbook project + final results dissemination	Ligna fair booth TI, SP 2015/2017	>20000	TI and SP
Presentation + handbook distribution	InnovaWood General Assembly, Zagreb, 9-10 June, 2015	30	IW, TI
Presentation	EOS technical meeting	50	IW
	RND (Belgium) energy management meeting	20	FCBA
Presentation	Annual meeting for Norwegian wood working industry, Dec 2015	100-120	Treteknisk
Presentation	Annual meeting for Norwegian Kiln Drying Club, Feb 2016	30-40	Treteknisk
Presentation	Network meeting "EESI" Energy Efficient Sawmill Industry with Swedish sawmills, 2015/2016	NA	SP
Presentation	Participate in one seminar (with Energy theme) hosted by "Swedish Sawmill Managers association"	NA	SP
Exhibition	Wood Fusion 2016, the Nordic sawmill fair	NA	SP
Direct - mailing	Direct emailing (project final results ) CEI-Bois Deutsche Säge- und Holzindustrie Fédération Nationale du Bois European Energy Network Energy Efficiency in Industrial Processes (EEIP) European Organisation of the Sawmill Industry, Russian federation of sawmills Directia Silvica Arges –Romanian Hardwood Association	>100	IW
Handbook dissemination	European Energy Network (hard copy of Handbook samples mailing)	40	IW, Treteknisk
Article	European Journal of Wood and Wood Products, European publication on wood products, partners newsletters	NA	IW and all partners

The above list will be with regularly updated with new dissemination opportunities