

PROJECT

COMMUNICATION & DISSEMINATION

Annual meeting at Sofia, Bulgaria
13-14 December 2018

**Project co-funded by the European Union and
National Funds of the participating countries**



Communication and dissemination are activities relating to the project's appearance to the “outside world”



Communicating
the SWAN project
achievements and results
has a great importance

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We have to **communicate**
the project to multiple
audiences

And to **disseminate** the
project results to specific
audiences

COMMUNICATION



Thus
different target groups
need to be approached
in **different ways**
in order to make the project
visible as widely as possible.



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S.W.A.N.

S.W.A.N.

a digital Solid Waste reuse plAtform for BalkaN



For the project communication reasons
we prepared on May 2018

SWAN Communication Plan

It is the basic tool for all needed actions for
communication and dissemination of
SWAN project.

Drafted following the
Integrated Communication Guide
of the
INTERREG Cooperation programme

Project co-funded by the European Union and
National Funds of the participating countries

Each partner has specific communication responsibilities

LP: EDSNA

Kick Off meeting organisation

Project Website development, modifications and updates for two years

Design, edit, print Project Factsheet

Design, edit, print Project Brochure

Design, edit, print Project Newsletter

Media publicity: Publications in printed press / Publications in electronic press /
Publications on radio / Publications on web radio

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Each partner has specific communication responsibilities

LP: EDSNA

Workshops organization for the involvement of local actors in the project development processes

Project Open Info Days organization

Training of Personnel at SWAN Platform in EDSNA

Stakeholder Consultation Events: events (one in each territorial section of Attica) with businesses and municipal authorities

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Kick off meeting organization

Athens
15-16 November 2017



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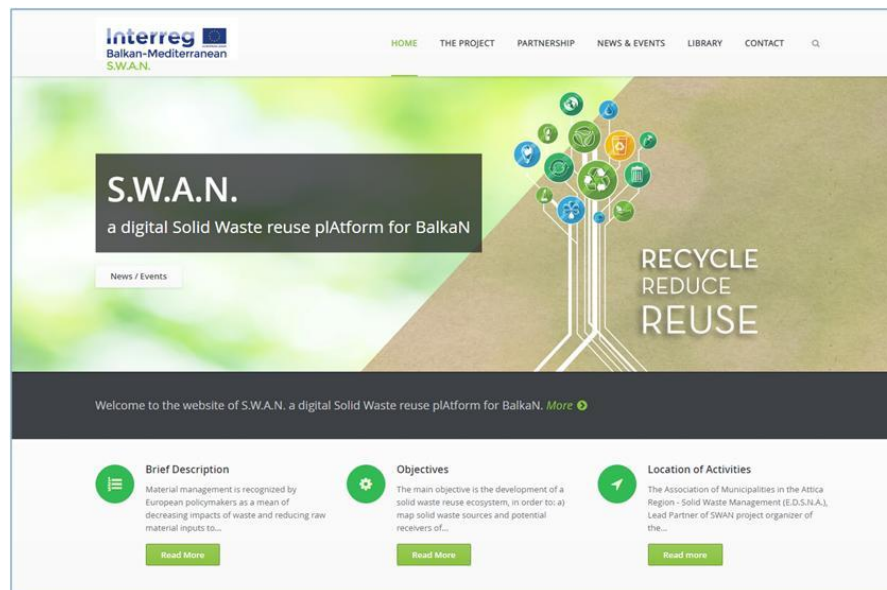
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SWAN website development

<https://www.swan-interreg.com>

**It is on since
December 2017**



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SWAN newsletters

1st newsletter : November 2017



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SWAN newsletters

3rd newsletter : October 2018

S.W.A.N. NEWSLETTER
a digital Solid Waste reuse pLAtform for BalkaN

First Deliverable

In September 2018, after collaboration of the partners, the first deliverable of SWAN project (D 3.1- Functional and Technical Design & Guidelines for the implementation of the SWAN Platform: Prototyp) was submitted. The deliverable belongs to the third work package (WP3) concerning the Development of a Digital Solid Waste Reuse Platform. It was prepared by O.T.S. SA in June 2018 and finally delivered on September 2018 by PSE - University of Aegean.

This first deliverable aims at creating the SWAN Digital Ecosystem, by developing the SWAN platform and gradually integrating the solid waste mapping and the link-source matching algorithms. Strong emphasis is placed on the initial steps of the tool development which will lay the foundation of the prototype development in later stages of the project.

Other issues presented in the deliverable include the current waste management framework in Europe, some existing models and algorithms, the functional and technical design of the platform, a set of guidelines about the implementation and a questionnaire that will help in populating the data base built by the project.

Poster



S.W.A.N. Website

On the new website www.swan-interreg.com you will find detailed presentation of the project, information about all the partners, events, photos and the overall progress of the S.W.A.N. platform.



Meeting

Discussed and finalized by their revitalization as new materials by relevant stakeholders, which is closely related to the EU Circular economy Strategy. All participants showed their enthusiasm and willingness to cooperate in order to achieve the project's goals. SWAN project is financed by the Managing Authority of European Territorial Cooperation of the Interreg Balkan-Mediterranean Programme 2014-2020. The budget is 968,000 EUR, and its duration is 5 years.



International Conference

The main aspects of SWAN Project were presented at the 6th International Conference on Sustainable Solid Waste Management, which took place in Naxos and on 15-16 June 2018, emphasizing the benefits that can be achieved by its implementation.

The conference had great international participation. More than 600 participants coming from more than 100 countries, including industry professionals, government executives, municipalities, research and educational institutions and scientists, local and manage transnational value added to Naxos and had the opportunity

- AIM**
- Reduce the environmental polluting load by diverting the volume of solid non hazardous waste from being landfilled or disposed
 - Reduce the amount of imports of raw materials
 - Reduce industrial costs
 - Cut down the respective national greenhouse gases (CHG)



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LP :EDSNA

Presentation at the
6th International conference on
Sustainable Solid Waste Management

Naxos island ,13-16 June 2018



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LP: EDSNA

Social media:

facebook

<https://www.facebook.com/SWANplatform>



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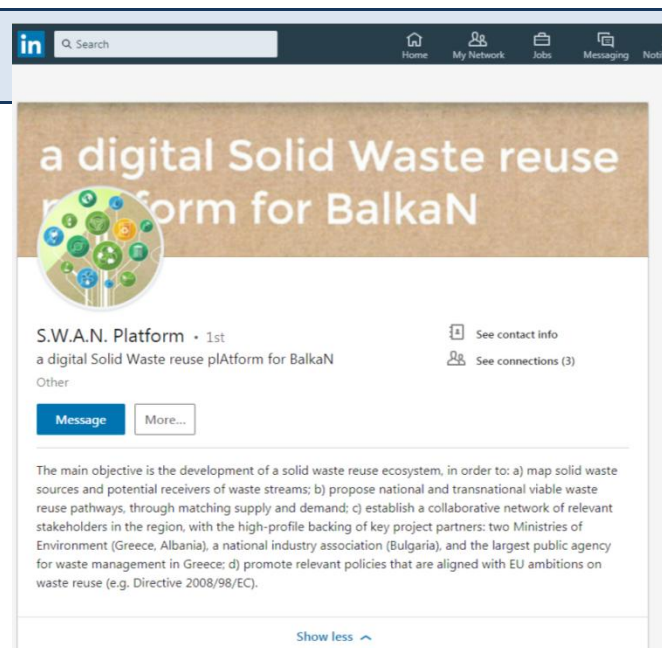
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LP: EDSNA

Social media:



<https://www.linkedin.com/in/s-w-a-n-platform-4b91a4173>



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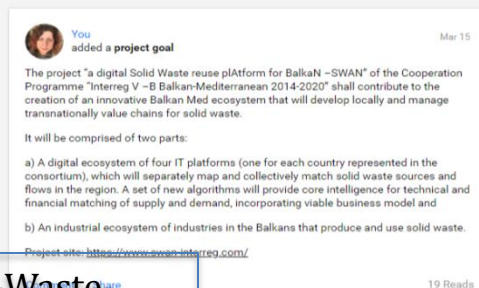
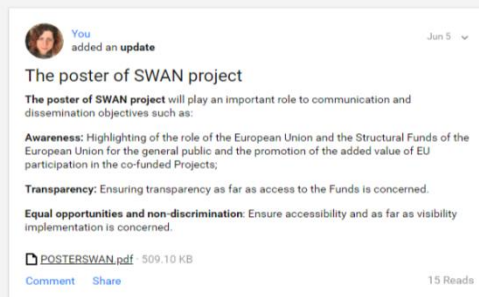
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Social media:

 **ResearchGate**

<https://www.researchgate.net/project/SWAN-A-digital-Solid-Waste-reuse-platform-for-Balkan>



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Balkan-Med
Communication Seminar

Athens 22nd June 2018



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P2: Greek Ministry of Environment, Energy and Climate Change

print Project Factsheet

print Project Brochure

print Project Newsletter

Media publicity: publications in printed press / publications in electronic press /
publications on radio / publications on web radio

Workshops organization for the involvement of local actors in the project
development processes

Project Open Info Days organisation

Training of Personnel at SWAN Platform in Ministry of Environment

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P3: University of the Aegean

Research Unit / Department of Business Administration

Workshops organization for the involvement of local actors in the project development processes

Project Open Info Days organization

Training of Personnel at SWAN Platform University of the Aegean

Stakeholder Consultation Events

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P4: Albanian Ministry of Tourism and Environment

Annual Meeting in Albania
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Workshops organization for the involvement of local actors in the project development processes
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P5: ILIRIA – Protection and Social & Environmental Development Association NGO

print Project Factsheet

print Project Brochure

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Media publicity: publications in printed press /publications in electronic press /
publications on radio /publications on web radio

Workshops organization for the involvement of local actors in the project development processes

Project Open Info Days organisation

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P6:Bulgarian Industrial Association – Union of the Bulgarian Business

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Workshops organisation for the involvement of local actors in the project development processes
Project Open Info Days organisation
Stakeholder Consultation Events: 5 events with businesses and municipal authorities

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P7: Cyprus University of Technology-Department of Environmental Science and Technology

Annual Meeting in Cyprus

Project Website development modifications

Edit, print Project Factsheet

Edit, print Project Brochure

Edit, print Project Newsletter

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Information taken from:

- Project implementation manual
- Communication guide for projects
- Application form-Detailed description

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