



eco-innovation
WHEN BUSINESS MEETS THE ENVIRONMENT

**CIP Eco-innovation
Pilot and market replication projects
Call 2011**

Call Identifier: CIP-EIP-Eco-Innovation-2011



Wavalue

Contract ECO/11/304435

Deliverable 6.6: “Dissemination Plan”

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Dissemination Plan

The WP 6 related to Communications is coordinated by Necker with the participation and inputs from the rest of the Partners,

A dissemination plan has been developed focusing on objectives to be achieved, these objectives should be different depending on public and goal. In the next pages are shown several tables summarizing, activities, public target, and timetable

Indicators.

	Laymans	Project objective	Objective Year 1	Objective Year 2	Objective Year 3
Action	N ° de Leaflet			1000	
	Laymans report copies	500			500
	N ° de press news	5	1	2	2
	N ° Pannels	24	8	8	8
	International Meetings	4		2	2
	Training Workshops	3	0	1	2
	Papers	3	0	1	2
indicators	WEB visits	1000	400	200	400
	Press impacts	16	6	4	6
	Radio and TV impacts	8	2	3	3
	Workshops attendants	150	50	50	50

Strategy

Objectives	Direct audience		Indirect audience	General society	
	In the project	Out of the project		Press	Society
D1. To introduce Wavalue Project	Leaflets, panels and Workshops	Website, leaflet, panels and Workshops	Leaflet and website	Leaflet and website	Leaflet and website
D2. To communicated project advances	Leaflets and Workshops	Leaflet and website	Leaflet and website	Leaflet and website	Leaflet and website
D3. To create a documentation basis for future Studies		Papers, Workshops and Meetings	Publications,papers, website and special events		
O4 To ommunicate the improvements on methodology or knowledge to politicians and institutions			Publications,papers, website and special events		
D5. To encourage teh implementation of project results within sector target	Leaflet and Workshops	Publications,papers, workshops and meetings			Publications , website and leaflets
D6. To develop a efficient, transparent and understandable comunnication.				Press news	Presss news, special events

