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Deliverable D8.2

Communication and dissemination plan

Lead Beneficiary	AXIA
Delivery Date	30 January 2019
Dissemination Level	Public
Work package	WP8



Publishable Executive Summary

Deliverable D8.2 aims to describe the dissemination and communication plan in the framework of the GREENER project. The goal is to reach the widest dissemination of the results generated by the GREENER project and raise public awareness about bioremediation technologies. Through dissemination activities, technological advancements are communicated to potential investors, customers, and end-users. The dissemination activities are therefore critical for achieving the desired project impact and their success depends on the extent as well as the form of the material. Moreover, a strong communication strategy has been set up in order to inform the relevant stakeholders and have the widest possible impact to facilitate the take-up of the new technologies. This report provides a detailed Dissemination and Communication Plan to outline the project's audiences, key messages and communication and dissemination channels. The plan "answers" the questions WHO? WHAT? WHEN? HOW? and provides an integrated, accurate and efficient dissemination strategy. To reach these goals, the dissemination and communication plan will fulfil obligations to the European Commission on communication and dissemination and Chinese requirement, where applicable, while it will be updated and agreed by the whole consortium. A continuous evaluation of the dissemination strategy will ensure that all target audiences are being reached using suitable dissemination and communication routes.