

Communication Plan



November 2014



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Background



The project LiFE13 ENV/IT/000559 Autoplast aims at recovering special plastic material coming from the automotive sector, especially from tanks.

By its nature, during its lifetime this particular type of waste absorbs a certain quantity of hydrocarbons, making the activities of recovering and re-using of the recycled material problematic, giving off emissions during the working process and causing superficial flaws on the finished product.

Together with CAUTO and CSMT and supported by the Municipality of Vobarno and the Faculty of Engineering of the University of Brescia, Valsir has created a specific patented treatment able to facilitate the reusing of the material and to limit the abovementioned problems.



Project Objectives



The specific objectives of the project are the following:

1. Recovery of plastic material **coming from tanks**. At present, the use of regranulated (recycled) material has limited application field and limited market, due to the presence of hydrocarbons adsorbed by the tank walls during its lifetime and odors generated by their presence.
2. Construction and start-up of a large scale industrial plant for transformation of the collected plastic waste in reusable material
3. Development and organization of a supply chain in the Province of Brescia, involving both large collection centers and small sources as coach builders.
4. Active involvement of social cooperatives in the recovery, selection and separation of decommissioned components, present or coming from scrapped vehicle collection centers.



Project Objectives



The specific objectives of the project are the following:

5. Replacement of the roaming commercial additive with traditional Sodium Bicarbonate NaHCO_3 , which provides a better performance in hydrocarbon adsorption, as well as a dramatic reduction of process costs (approximately 25 times less).

6. Reuse of finely ground coffee dregs, deriving from business activities, to be added to the tanks cleaning water for odor neutralization and for the adsorption of a fraction of hydrocarbons.

7. Use of the regenerated granules in percentages higher than the current situation and, as specified in point 1, with a reduction in the use of virgin raw materials and a reduction of CO₂ emissions into the environment. The regenerated granules may be used to meet the company's internal need, but they may also be sold, through the creation of a new commercial network.



Target Audiences



The principal target groups of the project are the following:

1. Large and small collection centers such as coach builders

This target group will be involved in the development and organization of a network for recovery/supply chain in the Province of Brescia.



Target Audiences



2. Secondary schools of second degree for professional training:

The classes involved will receive didactic lectures on waste management, differentiation of the plastics in the automotive industry, recovery and recycling. Will be involved schools such as CFP and IPSIA and in particular courses such as Electrical, Electronic and Engineering Operator.

Moreover, educational visits will be organized by inserting in the training program themes relating to the materials management, energy savings and environmental safety.

There will also be the possibility to visit Valsir.



Target Audiences



3. Plastic product producers

They will be involved in the activities through the AUTOPLAST events, the presentation of the project at sectorial events and articles published on specialist journals and non-specialized press.



Target Audiences



4. Stakeholders:

- Local and territorial authorities such as the Municipality of Vobarno
- Province of Brescia
- Associations of category
- Research and technology centers
- Wide public



Communication Strategy



The plan aims to support the project activities in reaching the fixed objectives by:

- Providing constantly updated informationa about the project activities and outcomes
- Awareness raising about the project potential
- Dissemination of information



Communication Strategy



The main features of the communication activities will be:

- Information
- Transparency
- Visibility
- Interactivity
- Persuasiveness



Communication Mix



- The aim is to set and reinforce a coordinated project image for the internal and external communication by the following components:
- Project Logo
- Letterhead
- Master slide
- Project Brochure
- Press & Media
- Notice Boards
- Website
- Newsletter
- Events



Communication Mix



Project Logo

to reinforce the visual appeal of the project and help its identification on all the project related material.

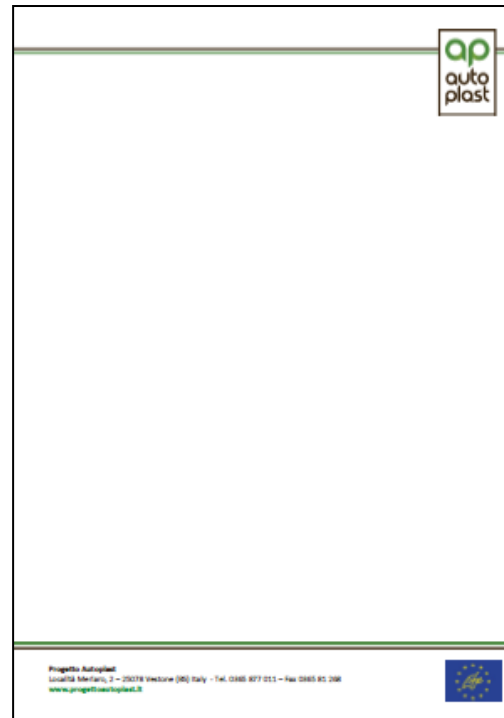


Communication Mix



Letterhead

To be used for all the Autoplast related documents



Communication Mix



Master slide

To be used on each public occasion where the project is presented.

Cover:



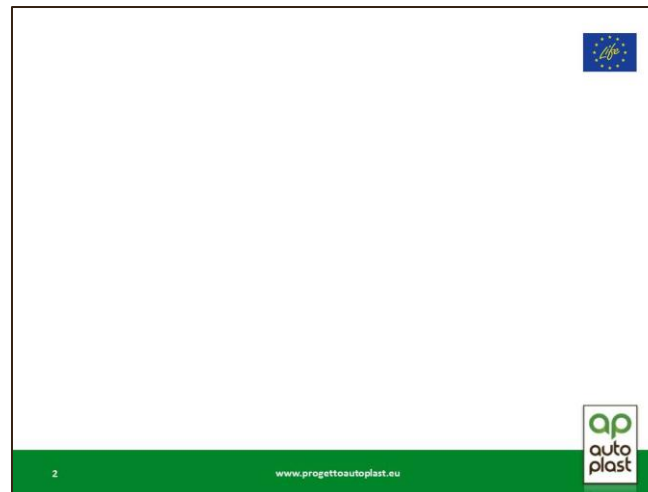
Communication Mix



Master slide

To be used on each public occasion where the project is presented.

Inside:



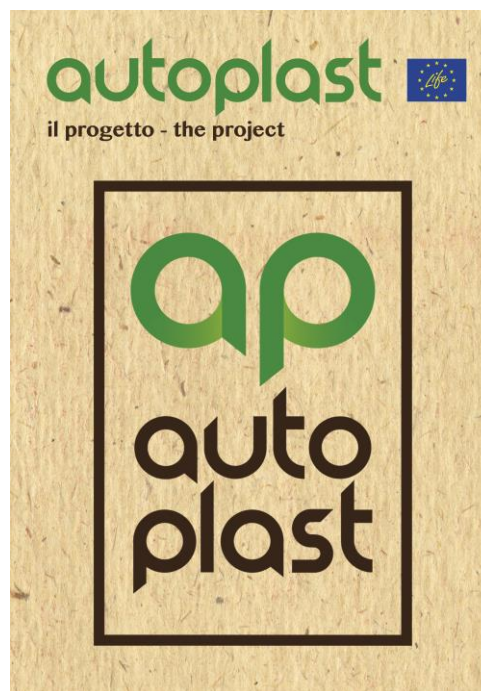
Communication Mix



Project Brochure

It contains the most important project information, to be used for promotional scopes on promotional occasion.

Available printed and pdf .





Notice Boards

autoplast 

www.progettoautoplast.eu 

Il progetto

Il progetto LIFE13 ENV/IT/000250 Autoplast mira allo sviluppo di un sistema per il recupero di rifiuti plastici provenienti dal settore automotive attraverso la realizzazione di un impianto sperimentale di riciclaggio e attraverso lo sviluppo di una rete di raccolta capillare, da realizzare nella Provincia di Brescia.

Obiettivi

- Recupero del materiale plastico proveniente da veicoli.
- Costruzione e avvio di un impianto industriale per il trattamento dei rifiuti plastici raccolti e la loro trasformazione in materiale riciclabile.
- Sviluppo e organizzazione di una catena di approvvigionamento in provincia di Brescia.
- Coinvolgimento attivo di una cooperativa sociale per le attività di recupero, di selezione e di separazione dei componenti rifiuti.
- Utilizzo di granuli riciclati in percentuale maggiore rispetto al presente, con una conseguente riduzione dell'utilizzo di materiale grezzo vergine e delle emissioni di CO₂ nell'ambiente.

Azioni

Il progetto avrà una durata di 48 mesi e le attività verranno organizzate nelle seguenti azioni:

- Attività progettuale e avvio.
- Progettazione dell'impianto sperimentale.
- Realizzazione e messa in funzione dell'impianto sperimentale.
- Verifica della tecnologia e analisi delle performance.
- Sviluppo di una rete di micro raccolta di materiale plastico proveniente dal settore automotive.
- Sviluppo di una rete di utilizzatori finali.
- Monitoraggio dell'impatto delle azioni del progetto.
- Comunicazione e di diffusione dei risultati.
- Formazione e training.
- Piano di comunicazione Atter-LIFE.
- Monitoraggio dei progressi del progetto.
- Formazione di una rete di interscambio con altri progetti.

Partners



Communication Mix



Website

www.progettoautoplast.eu

Designed, created and regularly kept updated
by Valsir Marketing and Communication dept.

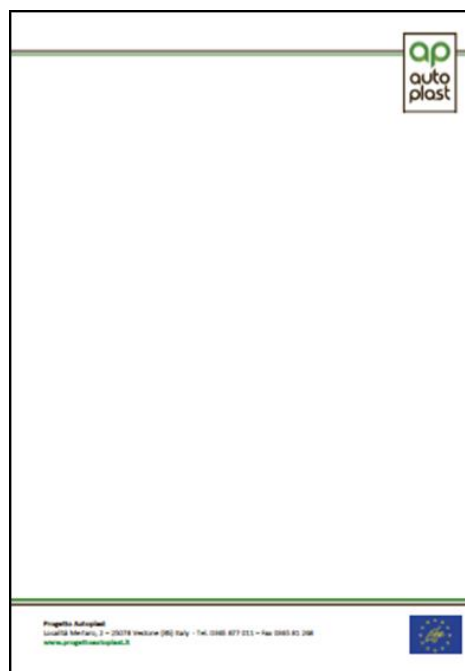


Communication Mix



Newsletter

Every 6 month a newsletter (in italian and in english) is prepared and sent to those who registered on the web site.



Communication Mix



Events: Ecomondo

ECOMONDO

a mediterranean platform for the sustainable growth

05.08 NOVEMBRE 2014
RIMINI - ITALY

18ª Fiera Internazionale
del Recupero di Materia ed Energia
e dello Sviluppo Sostenibile



Communication Mix



Events:



Communication Mix



Events: international exhibitions



Evaluation of results



The evaluation of the efficiency of the communication activity is difficult to measure, but we can obtain useful information by analyzing:

- Number of visit on the website
- Number of people who contacted directly the Autoplast partners for further information
- Number of participants to Autoplast events
- Number of applicants for the study visits



Communication Mix



Press & Media:

TO BE DEFINED

