



# Dissemination plan

PlastLIFE SIP, Deliverable D9.2 (D87)

Version: 2 (3/2024)

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# 1. Introduction



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# Short description of PlastLIFE SIP



- PlastLIFE SIP promotes the implementation of the The Plastics Roadmap for Finland (PRfF) in the years 2022–2029. The objective of the project is a sustainable circular economy of plastics in Finland by 2035 by developing means to:
  - reduce the environmental damage, litter and unnecessary consumption caused by plastics,
  - make the recycling of plastic waste more efficient,
  - replace fossil raw materials and utilize recycled plastics and
  - develop the analysis and risk assessment of harmful substances contained in plastic waste.
- PlastLIFE takes action in different parts of Finland and spreads information, results and good practices in cooperation with all partners of the consortium and several networks.
- Tools for achieving these targets include demonstrations, experiments, research, product development for example. Achieving the project objectives requires impactful communication and dissemination during the project. In addition to concrete tasks and research activities the project aims to influence the broader audience and the practices of the circular economy of plastics. Through international cooperation the practices and results will be distributed abroad. Close cooperation among partners is integral in the execution of communication and dissemination activities during the lifetime of project. Existing networks of partners are utilized to ensure that suitable messages reach the right stakeholders.





# Content



- This document offers a brief description of the communication and dissemination plan of PlastLIFE SIP with the focus being on dissemination of results and practices. It relies on several communication materials provided within the project, mainly on the ‘Overall Strategic Communication Plan’, the ‘Basic infrastructure for communication’ and the ‘Communication strategy’. Also, this partly summarizes the above-mentioned documents in English. According to the project plan, the dissemination plan will be revised in phase two (M42), if necessary, based on the progress of the project in Phase 1.
- This document contains the following information:
  - 1) General principles and overall objectives of communication in PlastLIFE SIP are explained
  - 2) The most significant networks, target audiences and key messages are described
  - 3) Communication tools and channels used during the project are recognized
  - 4) The role of communication evolves along the progression of PlastLIFE so a description on the temporal nature of communication is delivered
  - 5) Additionally, it is briefly presented in a timeline what are the numerical targets for dissemination and communication activities and how they are monitored
  - 6) Finally, it is presented how dissemination activities are planned for deliverables within the project



# General principles of communication and dissemination in PlastLIFE SIP



- The execution of communication and dissemination activities in PlastLIFE rely strongly on continuous teamwork between project partners. As the project coordinator project, Finnish Environment Institute holds the main responsibility for coordinating the communication and dissemination of the results of PlastLIFE SIP, but to achieve successful dissemination of the project results all partners are encouraged to participate in these actions. Partners contribute to different work packages, and they take responsibility in communication activities related to their respective tasks.
- To assist this co-operation, the infrastructure for communication was constructed in the first year of the project. This includes guidance documents, templates, project web pages and social media channels, for instance. An internal communication network was built in the first year of the project to assist in the continuous cooperation between partners and work packages. This network is built around annual communication forums and regular meetings with core communication team, consisting mainly of communication experts of partners and work package leaders. An important tool for coordinating project communication is 'the yearbook for communication' built on Miro platform. It facilitates the coordination of all communication and dissemination efforts during the project. The members of the core communication team may continuously update the yearbook as the project progresses with plans specific to partners and work packages.



# Objectives and expected impacts of communication and dissemination in PlastLIFE SIP



Objectives of communication and dissemination in PlastLIFE SIP are:

- Uniting project partners behind a common goal and advancing the internal cooperation in the project.
- Supplying information on the objectives, results and progress of the project for all stakeholders.
- Motivating partners and stakeholders to co-operate in discovering new solutions for promoting the circular economy of plastics.
- Sharing information on good practices developed in PlastLIFE and in other parallel projects.
- Providing information to support political decision-making regionally, nationally and in Europe.



# The development of communication activities during PlastLIFE SIP



- The role of communication will change in PlastLIFE SIP during different phases of the project and the focus points of communicational activities will differ accordingly. In the beginning of the project (M1 - M15) the emphasis will be on network building. During the second half of phase one (M15 – M36) the communication activities will focus on disseminating the results. In phase two (M37 – M50) the role changes to solution-based communication, when the project results will be fed into policy and strategy processes. In the last 12 months the communication activities will focus on dissemination of results and findings.







## 2. Target audiences and networks



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# Stakeholders



The following external and internal stakeholder groups are recognized as the main common target groups in PlastLIFE SIP:

- Key external stakeholders:
  - Citizens, non-governmental organizations and consumers
  - Companies, manufacturers and experts in the plastic industry
  - Decision-makers and public authorities
  - Researchers and students
- Other external stakeholders: journalists / media, other parallel projects and initiatives in Finland and in Europe, other international bodies



# Stakeholders



- Internal stakeholders:
  - Project partners,
  - Co-financers,
  - EU LIFE program
- In addition, it is recognized that influencing the following groups will lead to wider dissemination of results:
  - Professionals (through professional media)
  - Teachers (through e.g a web service for teachers, mappa.fi)
  - Professionals of education (through environmental education organizations)
  - Social media influencers (through communities for social media influencers such as PingHelsinki)
- **Importantly, in the overall strategic communication plan of PlastLIFE SIP the key stakeholder groups are recognized task-specifically.**



# Networks



- Communication in PlastLIFE SIP aims to disseminate the project results and practices in close co-operation with project partners and their networks along with relevant stakeholders. PlastLIFE SIP works in co-operation with the following networks:
  - The network for the PRfF
  - Co-operation networks of the PlastLIFE project and the project partners
  - Municipality-, business- and communication networks
  - Youth organizations, schools and non-governmental organizations
- PlastLIFE SIP will network with other projects working with similar themes regionally, nationally and Europe-wide. Network meetings are held with groups that are considered essential in the implementation of the PRfF. This also includes investigating good practices found within other projects and seminar visits. Visits to relevant sites in Finland and in Europe are also possible.
- Networking is integral in the dissemination of project results. Project coordinator holds the main responsibility for networking activities, but other partners will also take part in them.
- Within PlastLIFE SIP, project partners will attend international conferences and events. At least 5 international networks are contacted (e.g., EPA Network) together with at least 20 international projects funded by the LIFE programme or other EU funding.





## 3. Key messages



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# Key messages for stakeholder groups

Key messages prepared for each target group in the core communication team of PlastLIFE SIP are listed below:

- **Consumers:** "All everyday choices that reduce unnecessary consumption will reduce the impacts on the environment. PlastLIFE encourages you to consider your plastics consumption and helps you to find sustainable options. Yes, we can live without single-use plastics! Remember that by sorting the plastic waste at home you enable its circulation into further use and prevent it from entering the nature as litter."
- **Decision-makers:** "The circular economy of plastics benefits both the economy and the environment. We need several approaches and measures for making the circular economy of plastics economically profitable and ecologically and socially sustainable. PlastLIFE provides information about the environmental impacts of plastics to support political decision-making and investment decisions."
- **Industrial sector and experts:** "Including the circular economy of plastics in the everyday business of companies means planning for the future. The alternatives to conventional fossil-based plastics will provide novel business opportunities for the Finnish companies. PlastLIFE provides tools for developing new business innovations. We offer information about the environmental footprint of plastics and the safe circular economy of plastics to support investments."
- **Researchers:** "We need researchers from different disciplines to examine and produce information on the consumption and impacts of plastics throughout the life cycle of plastics. PlastLIFE will bring up for discussion novel research results and solutions, which will advance the societal transition from linear economy to the safe circular economy of plastics."







## 4. Communication channels and dissemination tools



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# Communication channels and dissemination tools



- As was demonstrated previously, PlastLIFE SIP is a broad project both in scope and duration. Therefore, there are many objectives for communication and dissemination in the project. The emphasis of communication and dissemination activities will evolve along with the progress of the project. This also means, that within the project many stakeholders groups are to be reached. So, the channels and tools of communication and dissemination utilized are versatile.
- In this section these main channels and tools are described briefly (underlined>). Many of the communication activities are expected to be fulfilled through project deliverables and milestones, but these are not listed here. More importantly, PlastLIFE SIP has set several goals and KPIs for communication measures to be completed by the end of the project. These are numerical goals related to communication and dissemination channels and tools. First, they are described broadly grouped into different target groups whenever possible. Then in the next section a timeline, which includes these numerical targets, is outlined.



# Visual identity and project web pages



- The visual identity and logo for PlastLIFE SIP were prepared fully in two parts by the end of February 2024. The first part includes guidelines on colours, accessibility and the use of PlastLIFE logo. Also, disclaimers and several templates were prepared for the consortium to use along with the guidance documents on how to utilize the visual identity. All communicational material show the logo of EU LIFE and the project key LIFE21-IPE-FI-PlastLIFE.
- The project page for PlastLIFE SIP was adopted already in the project launch in 12/2022. This provides basic information on the project and delivers the key material prepared. In addition, a separate web service (plastlife.fi) was established around an existing project page managed by the project coordinator in 09/2023. The language of the web service is Finnish, but it also contains more compact material in English and Swedish.
- The web service offers information to stakeholders about how PlastLIFE SIP works towards the circular economy of plastics and related practices. It is a key channel for disseminating news, blogs, results and reports.
- A Dedicated project page on each beneficiary's own website (D8.3) have been established on the web, in Finnish.



# Media co-operation



- With media coverage PlastLIFE SIP aims to gain visibility to the necessity of the circular economy of plastics and the concrete actions taken in the project in different media platforms. Media work is realized in local, regional and national level, potentially also internationally. During PlastLIFE SIP, a media network is established, which will include at least 30 media representatives. Journalists are invited to attend project events and they are given an opportunity to familiarize themselves with such project results and findings that have news value.
- The means and channels for media co-operation include project web pages, infographics and other social media platforms (blog, X, LinkedIn, Youtube). Media work is carried out together with journalists whenever possible. The end-products include press releases, articles, events, blogs, news and media analyses.



# Influencing policy measures



- PlastLIFE SIP offers information about the circular economy of plastics and the project results. The means for disseminating the project findings are policy briefs, reports, articles, hearings and other events, which are complemented with other material and infographics when necessary.



# Influencing consumers, companies and experts



- Several medias and approaches are utilized in PlastLIFE to reach the wider audience. Media is recognized as the most effective channel for achieving this (see media co-operation for end-products and means). In addition, consumers are reached by active social media content creation. Social media campaigns will be launched within PlastLIFE SIP and the number of social media followers will be monitored along with the number of web page visitors.
- In addition, PlastLIFE SIP will produce videos, infographics and information packages that might interest the wider audience. To engage consumers in citizen science, PlastLIFE SIP will launch a mobile application for litter monitoring. Finally, the project will organize events that the wider audience can participate in.
- PlastLIFE SIP encourages companies to reduce the unnecessary use and increase the recycling rate of plastics. The means by which businesses and experts will be reached are as follows: social media campaigns, web pages, publications ('best practices', articles, blogs), events, seminars and workshops. Information about the project will be spread through the project newsletter.







## 5. Timeline for communication and dissemination measures in PlastLIFE SIP



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## 6. Tools for monitoring and planning of dissemination activities



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# Tools for monitoring and planning of dissemination activities



- To monitor how the targets for communication and dissemination measures are achieved, WP-specific Excel-based monitoring spreadsheets are used. Task leaders fill in data in the spreadsheet of their respective WP twice a year at minimum. These spreadsheets include data on organized events, publications, media coverage and web page visits. This data is used for tracking the achievement of numerical goals related to communication measures.
- As the duration of PlastLIFE SIP is seven years, it is impossible to schedule all dissemination activities in detail in the first phase of the project. A web platform (based on miro.com) was established as a tool for planning annual communication and dissemination activities. It is a timeline for co-planning and scheduling events, publications and other communication efforts, where all such events from all work packages are aggregated. Specifically relevant to this Dissemination plan document, plans for disseminating the project deliverables are developed in this web platform within the meetings of the core communication teams and updated by partners within the continuous project work. In chapter 7, the specific dissemination plans are presented for some of the deliverables that are due in the years 2024-2025, whenever such plans were possible to be prepared.





## 7. Plans for annual dissemination activities



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# Dissemination plans for deliverables in 2024 – 2025 (WP1 – WP4)

Dissemination plan for deliverables in the 1st phase of PlastLIFE				
Deliverable	Responsible organization	Target group	Channel, activity or end product	Timing
(WP1) D1.10 Progress report 1	Syke	To be developed	To be developed	DL 31 Jul 2024
(WP1) D1.2 Questionnaire for PlastLIFE SIP events on knowledge increase	Syke	To be developed	To be developed	DL 30 Sep 2024
(WP2) D2.1 Report of the stormwater campaign	PSS ry	Citizens, cities, municipalities, partners in relevant stakeholder groups	Video for social media audience in 2024. Press release, online news, an article in members newspaper, communication in social media platforms.	DL 30 Nov 2024. Campaign takes place mostly in 21.8 - 3.9.2023 & 19.8 - 1.9.2024.
(WP2) D2.2 Paper on plastic stories	Syke	To be developed	To be developed	DL 31 Aug 2025
(WP2) D2.3 Articles on service design on plastic reduction and reuse	University of Lapland	To be developed	To be developed	DL 31 Aug 2025
(WP3) D3.1 Suspect and target screening of chemicals in plastic waste	Syke	To be developed	To be developed	DL 31 Oct 2024
(WP4) D4.1 Study reports for PE composite	Vaaherinen	Potential new customers and partners	To be developed	DL 31 May 2024
(WP4) D4.3 Product	Plastone Oy. 1-2 outputs by educational institutes	To be developed	To be developed	Ready, dissemination activities to be developed
(WP4) D4.4 Prototype	Plastone Oy. 1-2 outputs by educational institutes	Potential new customers and partners	To be developed	DL 31 May 2025
(WP4) D4.5 Description of the regional cluster and future roadmap	LAB University of Applied Sciences	To be developed	To be developed	DL 31 Oct 2024
(WP4) D4.6 Plastic recycling guidelines	LAB University of Applied Sciences	To be developed	The project includes a written report	DL 31 Oct 2024
(WP4) D4.7 Market ready	Plastone Oy	Potential new customers and partners	To be developed	DL 31 Oct 2024
(WP4) D4.8 Guidelines for developing UAS education towards plastic circularity expertise	LAB University of Applied Sciences	To be developed	To be developed	DL 31 Dec 2025
(WP4) D4.9 Teaching video on the storage, pre-treatment and pelletisation of waste plastic	Karelia University of Applied Sciences	Actors working on the recycling of agricultural plastics, agricultural entrepreneurs, MTK	To be developed	DL 31 Dec 2025
(WP4) D4.10 Report on the results	Karelia University of Applied Sciences	To be developed	To be developed	DL 31 Dec 2025
(WP4) D4.11 Information PDFseries 1	Karelia University of Applied Sciences	To be developed	To be developed	DL 31 Dec 2025



# Dissemination plans for deliverables in 2024 – 2025 (WP5 – WP9)

Dissemination plan for deliverables in the 1st phase of PlastLIFE				
Deliverable	Responsible organization	Target group	Channel, activity or end product	Timing
(WP5) D5.2 Waste plastic products	LUT University	To be developed	To be developed	DL 30 Apr 2025
(WP5) D5.3 Report on the material study	University of Turku	To be developed	To be developed	DL 31 Aug 2025
(WP6) D6.2 Biodegradability criteria for bioplastic	FBB	Package manufacturers, members of KIVO ry, Uusiomuovi	A stakeholder event, news on partner webpage, social media content, newsletters	DL 31 Aug 2024. Published in Oct 2024 in a magazine.
(WP6) D6.3 Report on the legislation that have impact on the recycling of bioplastics	FBB	Companies and municipalities (waste treatment)	To be developed	DL 31. Aug 2024
(WP6) D6.4 Innovation toolkit	Aalto University	Companies in the value-chain of plastics	To be developed	DL 30 Sep 2024
(WP6) D6.5 Recommendations for biodegradability of bioplastic	FBB	Manufacturers, members of KIVO, Uusiomuovi, retailers, consumers, Ministry of the Environment, European compost network, European Biogas Association.	Press release (mediatiedote), online news, an article on Biokaasu & Biokiertö -magazine, social media content, a stakeholder event.	DL 31 May 2025. Dissemination in August 2025.
(WP6) D6.6 Mechanical and technical properties of new materials	LUKE	To be developed	To be developed	DL 31 May 2025
(WP6) D6.7 TEA report of new materials	LUKE	To be developed	To be developed	DL 30 Nov 2025
(WP7) D7.1 Transition arena findings - Innovative measures for the use of PRfF revision	Syke	To be developed	To be developed	DL 28 Feb 2025
(WP8) D8.1 Presentation of the seminar attendance	Syke	International networks	Presentations and participations in international seminars	DL May 2024. Continuously during the project. First one coming in 2024.
(WP8) D8.4 Communicational guidance for the consortium	Syke	PlastLIFE consortium	Internal newsletter, consortium meeting	DL Feb 2024. Monthly newsletters in spring 2024. The consortium meeting held in April 2024.
(WP9) D9.3 Report on the framework description	Syke	To be developed	To be developed	DL 31 Aug 2025

