

D. Public awareness and dissemination of results (obligatory)

ACTION D.1: Communication and dissemination to general audiences

Description and methods employed (what, how, where, when and why):

What

The action aims at communicating to non-technical target groups (e.g. schools, citizens, etc.) to disseminate on project results, draw their attention and raise their awareness on water/environmental sustainability as well as to encourage more eco-friendly lifestyle and choices.

The action is divided into 4 sub-actions:

D1.1: Definition of project visual identity and non-technical information material

D1.2: Production of notice boards, a project website and a Layman's report

D1.3: Education

How

D.1.1

Project visual identity will include:

A project logo to distinguish all its communication and dissemination materials.

Graphic layout combining Life Programme logo and project logo according to the indications of the Programme. The graphic layout will be applied to all documents and information as well as communication materials that the project will produce. To this aim, word and power point templates together with a scientific poster template will be prepared for all possible uses.

Non-technical communication material will include:

An A5-format colour brochure for non-technical target groups. It will have max. 10 pages including both pictures and text.

About ~~5000~~ copies will be printed (~~10000~~ will be in English), since the brochure will be distributed to citizens, manufacturers and farmers around the region. Veneto Region will prepare the brochure and print all copies.

80x100 Posters to display in various public spaces – e.g. health care centres, town halls, etc. – to inform citizens on main project results and raise their awareness on the importance of sustainable water and environment management as well as on eco-friendly choices for their health. Veneto Region will prepare and print 100 posters.

D1.2

Notice boards will illustrate both the project and the LIFE Programme.

Two types of notice boards will be prepared:

Notice boards to display in all project sites where implementation actions take place. These notice boards will

have a wood support and will be made with weather resistant materials. They will include both text and images. A minimum of 20 notice boards will be produced

Roll-ups to display at partners' premises (roll up banner) – 10 roll-ups

5 Posters to use at conferences

Veneto Region will prepare and print all material.

As explained in Action B2, the project will implement an Information and Statistic System as a web portal, which will host an area to disseminate project results at both national and international level. It will also facilitate interaction with the project team for those stakeholders that will be interested in receiving more detailed information.

The web portal will be implemented and managed by Veneto Region in cooperation with all associated beneficiaries, as far as their competences will be concerned. It will be in both Italian and English and will include several sections distinguished per thematic area and reporting relevant information. The web portal will be linked to the websites of the project partners and will be integrated with major social networks (LinkedIn, Facebook, Google+).

The **Layman's report** will be an informative document for non-technical audiences. The report will illustrate main project results with a highlight on its socio-economic impact. It will also contain information on the Life Programme and co-financing from the EC. It will be coherent with the visual identity of the Programme.

Veneto Region will prepare [REDACTED] copies of the Layman's report – in color, size 29.7 x 21 cm with at least 6 pages both in Italian and in English.

D1.3

The project will organise some educational activities for 10 secondary schools teachers in the PFAS-polluted area in the Veneto region to raise students' awareness of both water sustainability and sustainable use of water. To this purpose, the project will prepare a 15/20 minute-long animated video to illustrate these topics and the solutions that the project has proposed. Additionally, an education kit with information material for teachers will help them prepare specific lessons for children on these topics. Both the cartoon and education kit will be downloadable from the project website.

10 education workshops will take place around the region to help teachers organize lessons on the proposed topics with the available materials, to have students prepare the video and while learning about water pollution. The video will also be broadcast through RAI Yoyo and RAI Gulp.

Where

All activities of this action will be mainly implemented in the Veneto region.

Some copies of the project brochure will also be sent abroad, mainly to Belgium, France and Romania, where some organizations will cooperate in the dissemination of project results and are interested in adapting the system proposed by PHOENIX to their specific contexts.

When

D1.1

Project visual identity will be completed in project month 2.

The project brochure will be ready in project month 6.

The non-technical brochure will be ready in project month 3.

Posters to display in public places will be ready in project month 24.

D1.2

Notice boards will be ready in project month 12.

The website implementation will start in project month 2 and it will be online by project month 6. The website will be updated and maintained regularly until the end of the project.

The Layman's report will be ready in project month 34.

D1.3

The education kit will be available in project month 23.

The workshops with teachers will take place starting from project month 25.

The video will be ready at project end

Why

The action is necessary to raise the awareness of the widest possible number of people of water/environmental sustainability and encourage a more eco-friendly lifestyle by highlighting their importance for citizens' health.

D. Public awareness and dissemination of results (obligatory)**ACTION D.2:** Communication and dissemination to technical audiences and stakeholders***Description and methods employed (what, how, where, when and why):*****What**

This action will target technical audiences and stakeholders with specific activities. Technical audiences include scientists from universities and research centres that deal with persistent emerging pollutants, technical public officers and technicians from water supply companies that control and manage the presence of these contaminants in water. Stakeholders include policy makers, manufacturers – especially those dealing with the substances that cause pollution – and farmers.

This action will develop specific activities for each target group to enhance stakeholders' awareness of the problems caused by persistent emerging pollutants – with particular reference to citizens' health – and favour the transferability as well as replicability of the experience.

Therefore, the action is divided into the following sub-actions:

D2.1: Preparation and distribution of a technical newsletter

D2.2: Production of a scientific publication

D2.3: Organization of workshops for technicians and stakeholders

D2.4: Networking

D2.5: Organization of the final conference

How**D2.1:**

A Newsletter in Italian will illustrate the problems tackled by the project and disseminate major project achievements. It will address this action target groups. Two newsletter issues a year will be produced. They will be in digital format and will be sent to a mailing list defined with all beneficiaries' contribution (including at least 3,000 contacts). All newsletter issues will also be available on the project website. The newsletter will be prepared by Veneto Region in cooperation with all beneficiaries for all technical aspects they will be responsible for respectively.

D2.2:

The final publication will illustrate project results to scientists and technicians dealing with persistent emerging pollutants, policy makers, and water supply companies responsible for integrated water management. This publication will collect the results of the project scientific and technical and will be drafted in cooperation by UNIPD, CNR-IRSA and ARPAV. The publication will be in A4-format, IT+EN, in colour, with text and figures. 500 copies will be printed by Veneto Region and a PDF file will be available for download from both the project and the beneficiaries' websites.

D2.3:

In cooperation with all associated beneficiaries, Veneto Region will organize the following workshops (1 per

each of the following target groups): i) technicians, ii) public managers and policy makers responsible for management and control environmental and health issues, iii) farmers, and iv) manufacturers using substances that release persistent emerging pollutants into the environment.

The general aim of these workshops will be to transfer main project results and raise stakeholders' awareness of the problems caused by persistent emerging pollutants and their costs for the community in terms of environmental contamination and related diseases as well as food contamination.

Workshop for target group i) will involve around 15-20 participants (e.g. employees from waterworks companies, public officers responsible for water monitoring, etc.) and will mainly illustrate the technical solutions proposed by PHOENIX and raise participants' awareness of their role in preventing the insurgence of new emergencies for these types of pollutants;.

The workshop for target group ii) will involve around 20 participants and will aim to raise their awareness of adopting integrated monitoring and analysis to avoid environmental emergencies causing considerable damages to citizens' health and the related costs for the community.

The workshop for target group iii) will involve around 20 participants and will aim to raise their awareness of the risks related to using water polluted with persistent emerging pollutants for irrigation and livestock watering.

D2.4:

Networking will favour the exchange of information and raise stakeholders' awareness in a wider area. Networking will identify national and European projects tackling the same issues to create a network. LIFE-PHOENIX will particularly address projects funded by the Life Programme, but it will also consider other national and European programmes and initiatives. Close cooperation will be developed with Norman Network (see annexed expression of interest), as this organisation enhances the exchange of information on emerging environmental substances and the creation of synergies between research teams from different countries in the field of emerging substances.

This sub-action will include:

- Monitoring for the identification of national and EU projects working on the project themes (Life program, H2020, Interreg programs, national grants, etc.)
- Development of formal relations with identified projects and planning of possible activities
- Exchange of information on both technical and management aspects of the issue (methodologies, tools, regulations, etc.) as well as on stakeholders' awareness raising.

If relevant, participation in other projects events and invitation of other projects to planned dissemination and awareness raising events (e.g. workshops, final conference etc.). However, LIFE-PHOENIX will organise a meeting with max. 10 representatives from other network projects.

D2.5:

The final conference organised by UNIPD for approx. 200 participants will present project results to all specific target groups by focusing on both the technical and governance aspects, which constitute the proposed approach. Particular relevance will have the participation of organisations that are interested in replicating the experience in their own contexts according to their declarations (see annexed expressions of interest).

Where

All activities will take place around the Veneto region.

Networking activities will also take place in other European countries, according to the type of cooperation activities that will be defined with network projects.

The meeting with network projects will be held in the Veneto region.

When

D2.1: The newsletter will be issued twice a year starting from month 6.

D2.2: The scientific publication will be published in month 30.

D2.3: Workshops with project stakeholders will take place from month 25 to month 32.

D2.4: Networking will start in month 3 and cover the entire project. The meeting will be held in month 30.

D2.5: The final conference will take place in month 35.

Why

The action is necessary to promote the approach proposed by the project and consisting in a combination of governance and technical activities. Additionally, this action will have a strong awareness raising purpose, to focus stakeholders' attention on main damages caused by persistent mobile organic pollutants – with a particular focus on short-chain PFAS. This is also considered as part of the prevention logic that underlines all the initiative, aiming to avoid the repetition of emergencies caused by similar substances in the future.

Beneficiary responsible for implementation:

RV

Technical partner (ARPAV, UNIPD and CNR) will organize in particular the technical workshop for stakeholders, UNIPD will coordinate the scientific publication and final conference

Assumptions related to major costs of the action: