ORIENTING

D5.6

Communication Plan

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02	**24/12/2020**	**Comments from partners integrated**	**ECE, TEC**
03	**30/12/2020**	**Final version**	**LAV**

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Acronyms

GRI	**Global Reporting Initiative**
LC	**Life Cycle**
LCA	**Life Cycle Assessment**
LCSA	**Life Cycle Sustainability Assessment**
PEF	**Product Environmental Footprint**
PEFCR	**Product Environmental Footprint Category Rules**
PSF	**Product Sustainability Footprint**
PSFCR	**Product Sustainability Footprint Category Rules**
SDG	**Sustainable Development Goals**
SMEs	**Small and Medium Enterprises**
WP	**Work Package**

1. Executive Summary

ORIENTING (Operational Life Cycle Sustainability Assessment Methodology Supporting Decisions Towards a Circular Economy) takes up the challenge of developing a holistic Life Cycle Sustainability Assessment (LCSA) methodology that overcomes the key deficiencies of existing schemes to assess complex production-consumption systems, including product circularity. The methodology is supported by selected methods and tools that enable a successful application of the LCSA in practice and facilitate the communication of sustainability information. ORIENTING contributes towards the development of a future Product Sustainability Footprint (PSF) at European level and provides guidance for the development of Product Sustainability Footprint Category Rules (PSFCR). These latter should enable a fit-for-purpose, yet comparable and verifiable, reporting of the sustainability performance of products.

This report constitutes the deliverable "*D5.6: Communication Plan*" and represents one of the output of WP5, the ORIENTING 's package focusing on Engagement and Communication activities. It should be born in mind that *communication* actions will not only concern stakeholder engagement but will also support other objectives along the duration of the project, in particular the exploitation and dissemination goals. Therefore, this deliverable aims to set out a communication strategy for each output of ORIENTING project. These will be properly tailored to targeted audience.

2. Diagnosis

2.1. Introduction

The main aim of the communication plan is to collate and define the strategies and actions in order to properly communicate what the Orienting project is, to publicise its methodology in a universally comprehensible manner, and to explain its functionality and importance. The communication plan is also aimed at defining the content and the communication channels to be used for the engagement events in WP5. From a strictly communication point of view, our main idea is to create and well-positioning the ORIENTING brand. First and foremost, we have to familiarise people with it, not only the interested stakeholders but also the general public. Second, but still of utmost importance, we will aim at engage proactively interested parties by dissemination and communication actions tailored to their interests and needs. Meanwhile, the general public will receive continuous information as to the latest news about the project during its development.

The communication plan therefore answers the following questions:

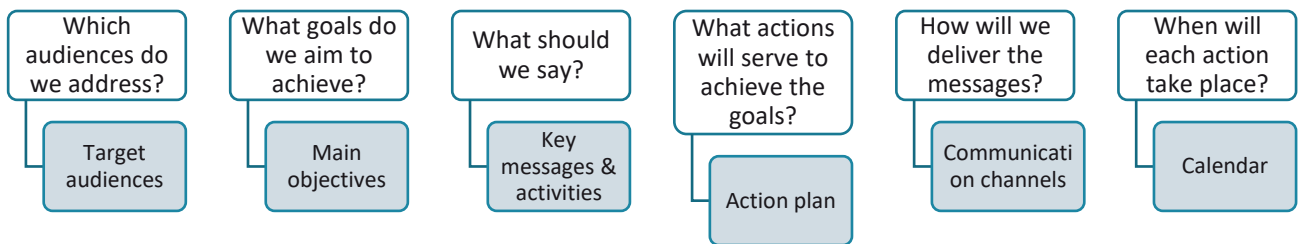| Which audiences do we address?	What goals do we aim to achieve?	What should we say?	What actions will serve to achieve the goals?	How will we deliver the messages?	When will each action take place?
Target audiences	Main objectives	Key messages & activities	Action plan	Communication channels	Calendar

Figure 1: The main objectives and communication channels of ORIENTING communication plan

2.2. Target audiences

The ORIENTING project embraces a participatory approach. To ensure that the methodology is as responsive to stakeholders' needs as possible, ORIENTING brings in and engages with a broad spectrum of stakeholders from various fields, including academia, research and technology organisations, large, medium and small companies, industrial associations, policy makers from various governance settings, financial actors and individuals from civil society (represented by consumers, consumer organisations, advocacy groups and charities). The project also creates effective engagement mechanisms that enable such a participatory approach to be feasible and cost-efficient. Based on this engagement process, the project also delivers recommendations for the definition of an implementation strategy towards a future Product Sustainability Footprint (PSF).

Impacting on the right audiences must serve properly to implement and incorporate the Orienting methodology within the marketplace so as to measure the environmental, economic and social impact of any product. Three types of audience are then detected, tied to their specific working contexts and their key characteristics:
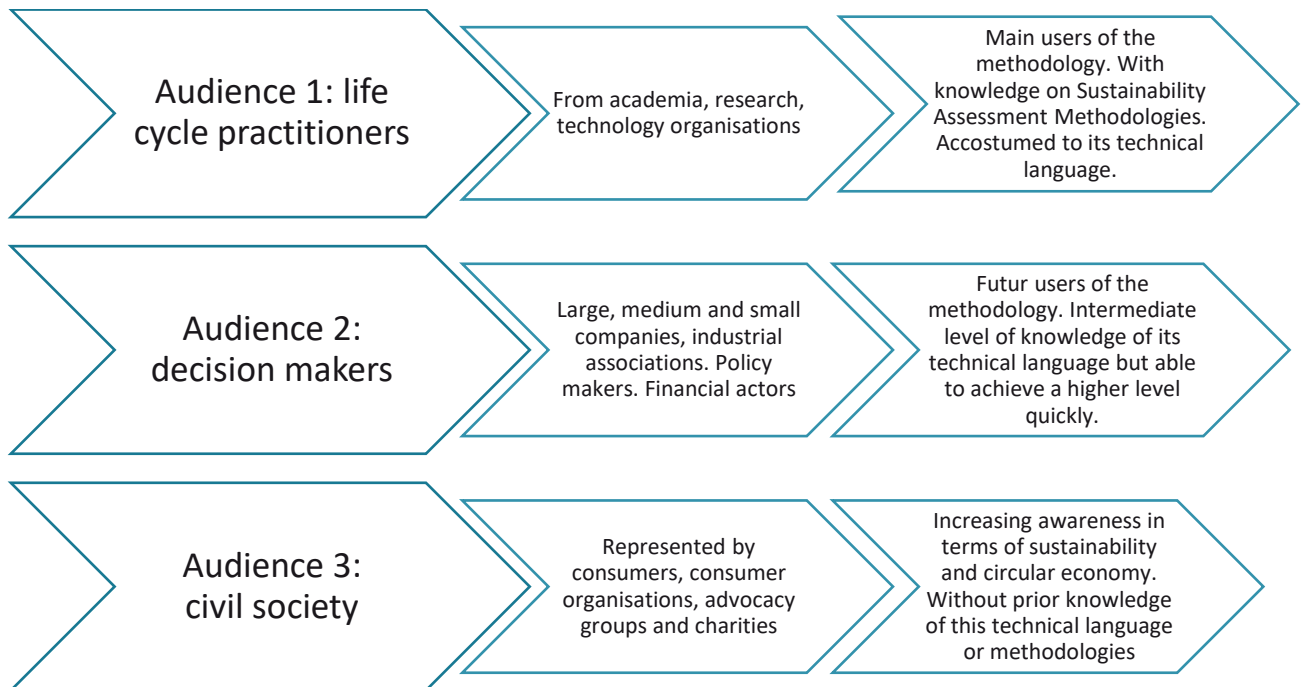
Audience 1: life cycle practitioners	From academia, research, technology organisations	Main users of the methodology. With knowledge on Sustainability Assessment Methodologies. Accostumed to its technical language.
Audience 2: decision makers	Large, medium and small companies, industrial associations. Policy makers. Financial actors	Futur users of the methodology. Intermediate level of knowledge of its technical language but able to achieve a higher level quickly.
Audience 3: civil society	Represented by consumers, consumer organisations, advocacy groups and charities	Increasing awareness in terms of sustainability and circular economy. Without prior knowledge of this technical language or methodologies

Figure 2: Targeted audience

The 3 types of audience here identified mirrors the stakeholders' classification adopted in D5.1 (Table 1), by grouping them according to their role in the development and use (at different level) of the LCSA methodology.

2.3. Messages and positioning

Life Cycle Sustainability Assessment (LCSA) is a comprehensive framework that covers environmental, economic and social impacts, although the operationalisation and implementation of this framework has not yet attained a practical level. This is partly due to differing approaches behind environmental, economic and social assessments, but also due to practical challenges related to applicability of existing assessment methods and availability of data. For individual companies, especially SMEs, it is difficult to keep track of the diverse methods and tools developed for assessing sustainability. Often, the implementation of the methods is challenged by the diversity of requirements related to sustainability reporting, incompatibility of existing methods, tools and databases, as well as by the considerable amount of time and labour resources needed. In order to keep the amount of work and required sustainability assessment methods manageable, while ensuring that results are reliable and comparable, the need is to develop methodologies built on existing standards, methods and tools. These methodologies should be adaptable to different industry sectors and allow both quick screening and more detailed assessments.

The transition to a circular economy creates additional challenges for sustainability assessment. Many studies have highlighted that existing methods are not capable of fully addressing the needs related to the circular economy. Establishing a sustainable circular economy requires solutions that are environmentally, economically and socially beneficial. Evaluating potential impacts and benefits related to circular business models and products requires a comprehensive sustainability assessment methodology that is capable of addressing all these aspects, highlighting the trade-offs that may take place between the different sustainability domains.

The ORIENTING approach is focused on market development. This is primarily achieved by ensuring the transparency, stability and reliability of the LCSA methodology, but also by reducing the complexity of the methodology, and the time needed to perform an LCSA. Organisations increasingly demand evaluation tools that allow the characterisation of the sustainability performance of products in a transparent, reliable and comparable way, and at the same time reduce their overall complexity. Convinced that reliability is not at odds with simplicity, ORIENTING strives towards the development of *ad-hoc* Product Sustainability Footprint Category Rules (PSFCR) capable of extending the existing Product Environmental Footprint Category Rules (PEFCR) towards social and economic dimensions. These principles ultimately contribute to increased awareness among business actors as to the transformative power of sustainability agendas, creating a business case for the introduction of a consistent LCSA methodology at the product level.

Lastly, it should be mentioned that the language used in studies and methodologies of this kind tends to be highly technical, rather than explanatory and accessible. One example of this complexity may be seen in Ecolabels, where the general public typically have difficulty in understanding the degree of certification, provenance and indicators referred to. ORIENTING has therefore set itself the goal of ensuring the universal intelligibility not only of the project and the type of analysis it conducts, but also the methodology itself and the evolution of its implementation.

3. Strategy

3.1. Communication Objectives

Once defined the target audiences, in order to position and effectively communicate ORIENTING methodology, it is deemed vital to identify the main communication challenges. These are: transparency, stability, reliability and ease of comprehension of the methodological development of the project, its implementation and the outcomes of the assessment (Figure 3).
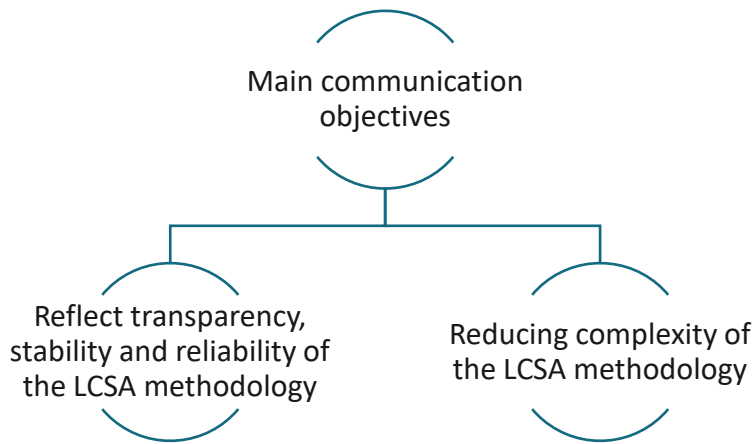

Figure 3: ORIENTING main communication objectives

In close coordination with the engagement tasks, the Communication Plan will be implemented and reviewed during the project in order to:

- Communicate the ORIENTING's concept and ideas at the early stage of the project
- Communicate ORIENTING's achievements and results at a mature stage of the project to a wider audience, including business stakeholders, media and civil society.
- Continuously inform those interested with ORIENTING's news.
- Keep stakeholders engaged all along the project

All communication materials to be displayed will include the name and logo of the project, as well as the EU/H2020 logo.

3.2. Storytelling

An editorial guide will be employed to summarise and smooth out the discourse about the ORIENTING project with a view to civil society. This will be used in all project communication actions, both in the preparation of the website content and in the press releases. It should be mentioned that the style of discourse will be tailored to the communication channel employed and to the stakeholder addressed.

A more technical version will subsequently be drawn up, intended for the various levels of stakeholders working in the sector and participating in the project.

The ORIENTING project develops a robust, operational methodology for product Life Cycle Sustainability Assessment (LCSA). The main value of the project relates to a holistic life-cycle approach that adopts an integrated approach to environmental, social and economic impacts.

The methodology is applicable for evaluating both linear and circular product systems, allowing practitioners to understand and manage possible trade-offs and supporting a societal shift towards a more sustainable and circular economy.

Sustainable development and the circular economy require a balance between environmental, economic and social benefits, while also decoupling economic growth from resource use. The European Green New Deal highlights the need for reliable, comparable and verifiable sustainability information. Existing sustainability assessment approaches suffer from a lack of comprehensiveness, consistency and practical tools for implementation. This results in fragmented and scarcely comparable information on product sustainability performance.

The ORIENTING project strives for the development of a future Product Sustainability Footprint at the European level, evolving the existing Product Environmental Footprint (PEF) and designing new indicators for the evaluation of material criticality and product circularity. New tools will be developed to support and simplify methodological application in business and policy development. Tools include guidance and training materials, data and software specifications, and a hands-on Life Cycle Sustainability Assessment (LCSA) IT tool. The LCSA methodology and its enabling tools are demonstrated in five industrial case studies. The consortium works in close cooperation with various stakeholders (industry associations and clusters, SMEs, consumer organisations, as well as governmental and standardisation bodies). The project outcomes will enable informed business decisions and contribute to the development of a level playing field – a single market – for products based on robust (i.e. transparent and verifiable) sustainability information.

4. Communication actions

Communication actions will be related to the rest of the WPs or described in the main communication WP5 when the action applies horizontally to the project and to all partners.

4.1. WP1 – Concept and specifications

o **Action name**: partial outputs from WP1 communication (WP1-1)
Objective: inform the different audiences about partial results in WP1 to provide summarised tracking of project progress; redirect them to deliverables published on the website.
Description: Series of tweets explaining the critical evaluation results of deliverables. These tweets will be citations from the deliverables 1.1-1.5 adapted as a short and comprehensive text to let the audience know about what has been investigated and which are the main critical aspects detected in the five aspects assessed: environmental approaches, social approaches, economic approaches, material criticality and circularity, sustainability integration. These can feed the "News" section on the website too, other social media posts, and newsletters.
Tracking indicator: Nº of tweets for WP1, Nº of other posts in web and social media about WP1.
Calendar: M6-M7 (April-June 2021)

o **Action name**: final outputs from WP1 communication (WP1-2)
Objective: inform the different audiences about the final results in WP1 in summary; redirect them to deliverables published on the website.
Description: News website update once WP1 is finished, explaining the results of WP1 and specially Task 1.6 and Deliverable 1.6: the sustainability integration framework approach and the best available approaches for LCSA. To this end, partners will be contacted so that they can write a short text proposal which will be adapted to the communicative language used in the website. The news section will be published and will be announced through social media and/or newsletters.
Tracking indicator: new post on the website published and disseminated.
Calendar: M9-M10 (August-September 2021)

o **Action name**: infographic from WP1 (WP1-3)
Objective: user-friendly and visual communication of the results of WP1 in an image to be used in different communication actions of the project.
Description: Also related to the previous action, an infographic will be created to better explain the main results of the WP1, to be shown not only on the website but also as a communicative tool to be used in presentations, didactic materials, scientific papers, posters, etc.
Tracking indicator: infographic completed and approved by WP1 partners
Calendar: M9-M10 (August-September 2021)

4.2. WP2 - LCSA methodology

o **Action name**: infographics for Handbook (WP2-1)
Objective: user-friendly and visual communication of methodological steps to be included in the Handbook for LCSA and other related dissemination materials.
Description: Infographics to include in the Handbook for LCSA document. These graphical materials will also be used on the website, social media, teaching materials, etc. along the project. Since the handbook will be delivered in M34 but constructed during the task from M6 onwards, periodic checking (e.g: every month) with partners involved in WP2 will detect when any outcome from the LCSA methodology is ready to be translated

into graphical content. This will mainly include methodological step explanations, which may be too difficult or long to explain in text but can easily be assimilated by the audience by consulting an image.

Tracking indicator: Nº of infographics generated

Calendar: M6-M34 (April 2021-September 2023)

o **Action name**: infographics for PSFCR guidance (WP2-2)

Objective: user-friendly and visual communication of methodological steps to be included in the "Towards future PSFCR guidance" and other related dissemination materials.

Description: Infographics to include in the "Towards future PSFCR guidance" document. These graphical materials will also be used on the website, social media, teachings materials, etc. during the project. Since the document will be delivered in M34 but constructed during the task from M6 onwards, periodic checking (e.g: every month) with partners involved in WP2 will detect when any outcome from the PSFCR guidance is ready to be translated into graphical content. This will mainly include methodological step explanations, which may be too difficult or long to explain in text but can easily be assimilated by the audience by consulting an image.

Tracking indicator: Nº of infographics generated

Calendar: M6-M34 (April 2021-September 2023)

o **Action name**: partial outputs from WP2 communication (WP**2**-3)

Objective: inform the different audiences about partial results in WP2 to provide summarised tracking of project progress; redirect them to deliverables published on the website.

Description: Series of tweets and news feed texts explaining methodology outputs from deliverables 2.3-2.8. These tweets will be citations from the deliverables adapted to a short and comprehensive text and will let the audience know about the methodological aspects to be implemented in WP4 demonstrations, environmental, social and economic indicators, etc. These can feed the "News" section on the website too.

Tracking indicator: Nº of tweets for WP2, Nº of other posts on website and social media about WP2.

Calendar: M18-19 (April-May 2022) and M32-33 (June-July 2023)

o **Action name**: final outputs from WP2 communication (WP**2**-4)

Objective: inform the different audiences about final results in WP2 in summary; redirect them to deliverables published on the website (Handbook, PSFCR guidance).

Description: News website update once WP2 is finished, explaining the results of the WP2 and especially the Handbook and the PSFCR guidance documents. To this end, partners will be contacted so that they can write a short text proposal which will be adapted to the communicative language used on the website. The news section will be published and will be announced through social media and/or newsletters.

Tracking indicator: new post on the website published and disseminated.

Calendar: M34-35 (September-October 2023)

4.3. WP3 – LCSA Operationalisation

o **Action name**: partial outputs from WP3 communication (WP**3**-1)

Objective: inform the different audiences about partial results in WP3 to provide summarised tracking of project progress; redirect them to deliverables published on the website.

Description: regarding partial deliverables (3.1 to 3.4) and tasks, regarding Data Ontology and Data Specification tasks and deliverables, summarised texts will be created to disseminate results through social media and the website, having previously consulted the partners involved in these actions as to what the key aspects are.

Tracking indicator: Nº of tweets about WP3, Nº of other posts on website and social media about WP3.

Calendar: M24-25 (November-December 2022)

o   **Action name**: final outputs from WP3 communication (WP**3**-2)
    Objective: inform the different audiences about final results in WP3 provide summarised tracking of progress in the action and redirect them to the LCSA tool and the Train-the-trainer Manual
    Description: News website update once WP3 is finished, explaining the results of the WP3 and especially the LCSA Tool and the Train-the-trainer Manual document. To this end, partners will be contacted so that they can write a short text proposal which will be adapted to the communicative language used in the website. The news section will be published and will be announced through social media and/or newsletters.
    Tracking indicator: new post on the website published and disseminated.
    Calendar: M35-36 (October-November 2023)

o   **Action name**: infographics and graphic design for train-the-trainer manual (WP**3**-3)
    Objective: use visual and graphic design to communicate the contents of the Train-the-trainer Manual effectively
    Description: since the leader of task 3.4 (Capacity building for LCSA) and its related deliverable 3.6 (Train-the-trainer Manual) is Anthesis Lavola, the contents team will work very closely with the communication and design team in order to deliver a user-friendly document including graphical and infographic contents, to help explain methodological aspects for the training materials. Previous infographics already produced in other communication actions can also be included.
    Tracking indicator: the Deliverable 'Train-the-Trainer Manual' (Deliverable 3.6 of the project) with all designs incorporated, and approved by partners involved.
    Calendar: M22-35 (September 2022-October 2023)

4.4. WP4 - Public demonstration

o   **Action name**: written interviews (WP4-1)
    Objective: inform the general public about the 5 case studies in which the Orienting methodology and tool will be demonstrated.
    Description: short interviews will be conducted with the 5 companies from the case studies, to be used as content for the project website.
    Tracking indicator: Nº of webinars
    Calendar: M10-32 (September 2021-June 2023)

o   **Action name**: methodology and tool demonstration communication (WP4-2)
    Objective: inform the different audiences about partial results in WP4 to provide summarised tracking of project progress.
    Description: regarding tasks 4.1 and 4.2., and by consulting the 5 case study companies: prior to the implementation of the tasks, collect expectations of the methodology/tool and what can this bring to their company. After implementation of the task, gather their comments and feedback. Translate the contents into tweets, posts and news to disseminate, and send to all partners for approval.
    Tracking indicator: Nº of tweets of WP4, Nº of other posts on website and social media about WP4.
    Calendar: M10-32 (September 2021-June 2023)

4.5. WP5 – Engagement and communication

o   **Action name**: graphical identity (WP5-1)
   Objective: provide ORIENTING with a visual identity to identify all internal project communication actions.
   Description: design of a logo and branding to identify the ORIENTING project, and development of a brand usage manual. The compass, as an orientation tool, is the core theme and inspiration in creating the logo. The elements to take into account in developing it are as follows:

The compass has been chosen as the main graphical element of the logo since it very much represents the essence of what ORIENTING is all about, and is a symbol of guiding companies to develop more sustainable business models. The actions and colours represent those produced by Eurostat in the circular economy monitoring framework and symbolise the stages of the life cycle.

These actions and colours thus combine with the compass to form the perfect roadmap of a logo: the ORIENTING of companies to better evaluate their life cycle impacts, the finishing touch being that there are 3 "blocks" which also can represent the 3 areas of sustainability we are integrating: environmental, economic and social.

Tracking indicator: use of the corporate image in all internal and external communication elements
Calendar: M1 (November 2020). Action performed

o   **Action name**: Communication plan (WP5-2)
   Objective: gather and define strategies and actions for the most appropriate and effective communication of what Orienting is, and why.
   Description: the communication plan corresponds to this document, Deliverable 5.6, which aims to define the audience addressed by Orienting, the objectives to be achieved by the project in communication terms, what should be said, the actions that will serve to achieve the aims, how to deliver the messages, and when each action will be conducted.
   Tracking indicator: execution of each of the actions.
   Calendar: M2 (December 2020). Action performed

o   **Action name**: templates (WP5-3)
   Objective: extend the corporate image to all internal working document formats
   Description: templates tailored to the Orienting graphical image will be provided for PowerPoint presentations, minutes and deliverables (Word).
   Tracking indicator: use of the templates in the working materials
   Calendar: M2 (December 2020). Action performed

o   **Action name**: storytelling (WP5-4)
   Objective: create a narrative to explain the project
   Description: editorial guide to summarise and standardise the discourse about the ORIENTING project with a view to civil society. This guide is presented as part of item 3.2 of this document. This will be used in all project communication actions, both in the preparation of the website content and in the press releases. The style of discourse will be adapted according to the communication channel employed. A more technical version will also be drawn up, intended for the various levels of stakeholder working in the sector and participating in the project.

Tracking indicator: use of the storytelling in the project dissemination materials
Calendar: M3 (January 2021)

- o **Action name**: Social media profiles (WP5-5)
Objective: creation and maintenance of the Twitter and LinkedIn channels
Description: A project Twitter account will be created to reach out to a varied group of interested followers and report with short messages on key milestones. It will focus mostly on the general public. Creation of this channel is scheduled for Deliverable 5.8. A LinkedIn professional group will also be created. Appealing stakeholders to be informed about Orienting execution and events. This channel will be directed towards life cycle practitioners (from academia, research and technology organisations) and decision makers (large, medium and small companies, industry associations, policy makers and financial actors).
Tracking indicator: No. of followers
Calendar: M3 (January 2020)

- o **Action name**: General exhibition elements (WP5-6)
Objective: promotion purposes at relevant events and other occasions across Europe, as well as for local promotion in the cities
Description: Project leaflet used for promotion purposes at relevant events and other occasions across Europe, as well as for local promotion in the cities and for the Orienting website and newsletter. Roll-ups to enhance the visibility of the project at European conferences and events, thus also attracting visitors who are interested in more in-depth information regarding the project website. A virtual corporate Orienting EPR background will be designed to be used at internal and external virtual meetings. Notice board announcing the project made accessible to the public on all project beneficiary premises within the first 3 months of the project and up until conclusion. This action corresponds to Deliverable 5.7.
Tracking indicator: use of the exhibit elements at internal and external events. Noticeboard sent to all Orienting partners
Calendar: M3 (January 2021)

- o **Action name**: website (WP5-7)
Objective: provide full details of the main objectives, partners, actions, progress, news and results of the project.
Description: as planned for Deliverable 5.8, an informative website will be created and maintained for the ORIENTING project, which will also feature the project's main outputs as well as the tools developed, and will include a stakeholder engagement area where stakeholders will have exclusive access to provide their feedback on the project. The website will be put online within 3 months of the project start date and will be regularly updated during the project period. All public deliverables will be updated to the website. After the conclusion of the project, the website will be maintained online for at least 5 years under TEC's responsibility.
Tracking indicator: monthly website visits
Calendar: M3 (January 2021)

- o **Action name**: internal newsletter (WP5-8)
Objective: gather news about the project to be shared via the website and social media
Description: as a contingency action in case any relevant information is overlooked, write an e-mail to all partners to ask whether any of them has any interesting news they want to share via the website and/or social media. Write posts accordingly.
Tracking indicator: sending of newsletter every 4 month
Calendar: M4-M36 (February 2021-November 2023)

- o **Action name**: press releases (WP5-9)

  Objective: dissemination of the Orienting project among civil society and interest in the methodology promoted

  Description: at least six press releases will be disseminated via Euractive, regional media outlets specialising in sustainability, innovation and the environment in their national language (proposed countries: Spain, Germany, UK, Netherlands, Finland and Italy). Deliverable 5.10.

  Tracking indicator: publication of the press releases

  Calendar: M6-M36 (April 2020-November 2023)

- o **Action name**: stakeholder newsletter (WP5-10)

  Objective: regularly explain project progress among the stakeholders

  Description: biannual e-newsletters distributed through the project partners' database and the channels of associated networks to communicate project progress and disseminate project events and results. Deliverable 5.9.

  Tracking indicator: sending of newsletters.

  Calendar: M6-36 (May 2021-November 23)

- o **Action name**: materials for stakeholders (WP5-11)

  Objective: provide specific formats and content about ORIENTING for each stakeholder group

  Description: in addition to the technical version of the storytelling, other communication materials will be produced to attract stakeholders, with periodic information releases about Orienting and announcements of Workshops. Efforts will also be made to ensure that both the channels and the dynamics of the workshops are as clear, efficient and direct as possible.

  Tracking indicator: involvement of the communication team with the team responsible for implementing the stakeholder engagement plan.

  Calendar: M6-M36 (February 2021-November 2023)

- o **Action name**: video (WP5-12)

  Objective: explain Orienting and its methodology in an audiovisual format

  Description: production of a video lasting approximately one minute to explain the Orienting project and its methodology. To be used mainly on the website, in newsletters and social media. The video will serve as the basis to create short video excerpts lasting around 20 seconds as a resource to be used on social media.

  Tracking indicator: publication of the video on the project website, newsletters and social media.

  Calendar: M12 (November 2021)

- o **Action name**: final project brochure (WP5-13)

  Objective: provide information about project results.

  Description: produced towards the end of the project to summarise key results as well as the tools developed and available for use. Deliverable 5.12.

  Tracking indicator: publication of the report.

  Calendar: M36 (November 2023)

4.6. WP6 - Exploitation and dissemination

o   **Action name**: dissemination of results materials (WP6-1)

Objective: review and amend in communication terms the scientific papers, conference materials and layperson's report, both graphically and from an audience perspective.

Description: Over the course of the project there must be at least 5 scientific publications in peer-reviewed journals, 6 presentations at conferences and seminars, and the Final Layperson's report suitable for the general public. The communication team will review these materials and give inputs in terms of graphical approach and delivering the right message to the right audience.

Tracking indicator: Nº of documents reviewed and/or amended by communication team.

Calendar: M6-36 (April 2021-November 2023)

o   **Action name**: partial and final outputs from WP6 communication (WP**6**-**2**)

Objective: inform the different audiences about partial results in WP6 to provide summarised tracking of project progress; redirect them to deliverables published on the website.

Description: regarding the analysis of market potential, barriers, opportunities, operational business models, exploitation of results, etc., summarised texts will be created to disseminate results via social media and the website, having previously consulted the partners involved in these actions as to what the key aspects to be communicated are.

Tracking indicator: Nº of tweets of WP6, Nº of other posts on website and social media about WP6.

Calendar: M12-M36 (November 2021-November 2023)

4.7. Scheduling of communication actions

The following tables provide the communication actions scheduled during the project timeline.

Table 1. Scheduling of communication actions Year 1

Year 1 Action	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
WP1-1						██	██					
WP1-2 & WP1-3									██	██		
WP2-1 & WP2-2						██	██	██	██	██	██	██
WP4-1 & WP4-2										██	██	██
WP5-1	██											
WP5-2		██										
WP5-3		██										
WP5-4			██									
WP5-5			██									
WP5-6			██									
WP5-7			██									
WP5-8				██	██	██	██	██	██	██	██	██
WP5-9						██	██	██	██	██	██	██
WP5-10						██						██
WP5-11						██	██	██	██	██	██	██
WP5-12						██	██	██	██	██	██	
WP6-1						██	██	██	██	██	██	██
WP6-2												██

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Table 2. Scheduling of communication actions Year 2

Year 2

Action	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
WP2-1 & WP2-2	■	■	■	■	■	■	■	■	■	■	■	■
WP2-3						■	■					
WP3-1												■
WP3-3										■	■	■
WP4-1 & WP4-2	■	■	■	■	■	■	■	■	■	■	■	■
WP5-8	■	■	■	■	■	■	■	■	■	■	■	■
WP5-9	■	■	■	■	■	■	■	■	■	■	■	■
WP5-10						■						■
WP5-11	■	■	■	■	■	■	■	■	■	■	■	■
WP6-1	■	■	■	■	■	■	■	■	■	■	■	■
WP6-2	■	■	■	■	■	■	■	■	■	■	■	■

Table 3. Scheduling of communication actions Year 3

Year 3

Action	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
WP2-1 & WP2-2	■	■	■	■	■	■	■	■	■	■		
WP2-3								■	■			
WP2-4										■	■	
WP3-1	■											
WP3-2											■	■
WP3-3	■	■	■	■	■	■	■	■	■	■	■	
WP4-1 & WP4-2	■	■	■	■	■	■	■	■		■	■	■
WP5-8	■	■	■	■	■	■	■	■	■	■	■	■
WP5-9	■	■	■	■	■	■	■	■	■	■	■	■
WP5-10	■	■	■	■	■		■				■	■
WP5-11	■	■	■	■	■	■	■	■	■	■	■	■
WP5-13											■	■
WP6-1	■	■	■	■	■	■	■	■	■	■	■	■
WP6-2	■	■	■	■	■	■	■	■	■	■	■	■

5. Evaluation

ORIENTING designs a set of predefined graphical elements specifically devised for improved communication of LCSA outcomes. The focus is on the communication of LCSA results, including positive impacts, so that these can be better understood by a broader audience, including stakeholders with various backgrounds and degrees of competence, and not only by Life Cycle experts and practitioners. This is achieved by linking evaluation results to high-level sustainability frameworks, particularly with the Sustainable Development Goal (SDG) indicators, as well as by exploring operational connections with established organisational reporting schemes, such as Global Reporting Initiative (GRI).

The following table provides the expected impact of some of the actions described before as it was contemplated during the proposal stage of ORIENTING. Actions not included have associated indicators but not expected impact. The communication plan will be periodically evaluated within the tracking of indicators and expected impact and will be reported during the project justification periods.

Table 4. Communication and dissemination tools, targets and strategies in ORIENTING

Engagement	Dissemination tool & Channel	Expected impact		Communication strategy	Action
Online communication	Project website	Monthly visits	300	Promoting the website on social media (e.g. Linked-in groups) and e-mail (e.g. Newsletter to target groups)	WP5-7
		Total downloads	2,000	Presenting public reports in a clear and attractive way	
		Total subscriptions of stakeholders	500	Dissemination of newsletters & relevant news	
		No. references from partners website	30	Links to project website	WP5-6
Social Media	Linkedin, Twitter, Youtube	No. of post/messages/tweets	8 per month	Promoting project results and news related to events, etc. Participating in LinkedIn dis-cussion groups and promot-ing results. Other relevant news on pol-icy, research, etc. Partners will promote project with their social media	WP5-5
		Visits to posts	100 per month		
	Newsletters	No. publications	6	Promoting project results and news related to events, etc. Partners will spread the news releases and newsletters within their networks	WP5-10, WP5-8
	News & Press releases	No. publications	6		WP5-9
	Journal Articles	No. Scientific Papers	5		WP6-1

	Leaflet	No. Copies	2,000	Leaflets will be distributed in event (fairs, workshops, conferences	WP5-6
Target Events	Attendance to events: Exhibitions, conferences	No. of attended conferences with presentations	6	Oral communications and posters at conferences, including proposal for session at the Life Cycle Management Conference 2021; Working groups and participatory methods at workshops	WP6-1
		No. events for the general public	3 (2 workshops and the final conference)		
		No. of policy workshops	2		
Workshops, Webinars & trainings	No. of webinars	No. of webinars	8 (6 for industry and 2 for civil society)	Promotion through website, newsletter and social media	WP5-11