



## ***17. After Life Communication Plan***

### ***Action 8.6 Communication and dissemination of results***

GAIA PROJECT  
LIFE09 ENV/IT/000074

Deadline April 2013



With the contribution of  
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# Contents

## 1. The results of GAIA

On 19<sup>th</sup> April 2013 the results of the project and its future prospects were presented at the Final Conference of GAIA. Two important aspects were the presentation of the Guidelines for the replicability of the project – with two specific versions for the Cities and the Companies – and the will of the Municipality of Bologna, confirmed by the Deputy Mayor for Environment Patrizia Gabellini, to turn GAIA into an instrument of the municipal administration.

In fact, the project achieved important results, which were underlined in the occasion of the Final Conference. The partner companies participated in this conference and stated the significance of the project itself within their own CSR (Corporate Social Responsibility) policies and the positive impact of the partnership in terms of ties with the area and the local bodies.

## 2. Objectives of the document

This document has the objective to define ways of disseminating the results achieved by the project and the produced outputs in a coordinated way among all the partners, making the most of the networks and everybody's competences.

The GAIA project has several prosecution fronts, which are already clearly drafted and can be outlined as follows:

- GAIA – urban forestation as instrument of the municipal administration of the Municipality of Bologna
- GAIA for the municipalities of the Province of Bologna
- GAIA for the municipalities and the companies of other cities
- GAIA for the citizens

The actions and instruments considered appropriate to be carried out to assure the dissemination of the project and its development will be outlined for each of the above-mentioned fronts, which affect the interests of several stakeholders.

### 3. The means of dissemination

The main communication tools developed during the project have the potential to reach a wider target group and will be updated and implemented even after the end of the project.

In particular:

- **GAIA website**

The **website** will be updated and used for at least five years after the end of the project. The design of the website draws on the design of the Guidelines and the website itself will be improved so as to be understood at a glance. The website will include the description of the project and its benefits for the area and the companies. Furthermore, the project documents (technical protocols) and the widget toolkit for calculating the CO<sub>2</sub> will be downloadable. By clicking the “join now” banner one will access a section where interested companies can quickly and easily view the GAIA participation path and the ways of joining.

The website will be regularly updated with the new company partnerships, the events linked to GAIA and every news regarding the project.

In addition to that, a “do you want to replicate GAIA in your city?” section with all the necessary information for municipalities and companies wishing to replicate the partnership in their own city is foreseen. The “GAIA for the cities” and “GAIA for the companies” Guidelines, the technical protocols and the widget toolkits for calculating the CO<sub>2</sub> will also be available.

Each partner will maintain the link from their own websites to the GAIA website.

- **Guidelines**

There are two versions of the **Guidelines** for the GAIA replicability: one for the city – i.e. for the municipal administrations wanting to promote the project in their own area – and one for the companies. The guidelines allow to be guided step by step during the process of establishing the public-private partnership and will be available online on the project website [www.lifegaia.eu](http://www.lifegaia.eu), along with the technical protocols of GAIA and the widget toolkit for calculating the CO<sub>2</sub>.

- **The new Guide for companies**

With the slogan “GAIA a wonderful enterprise” the new Guide for companies has been realized for the Final Conference with the same design of the Guidelines and the website of the project. The Guide includes a summary of the project, the benefits of the urban forestation and the possibilities for companies to compensate for emissions by means of this process. There is also a description of the species foreseen by GAIA, the areas made available by the Municipality of Bologna for planting, the GAIA participation path and the instruments of the partnership (protocols, widget toolkit for calculating the CO<sub>2</sub>). Furthermore, visibility opportunities for possible partner companies are underlined and companies that already joined GAIA are presented.

The new Guide will be the main instrument used by the GAIA partners in order to promote the project within public events and meetings with local companies.

- **Leyman’s Report**

Leyman's Report is a summary of the main project results and the steps made to achieve the goals.

Leyman's Report will be used as an instrument for dissemination, especially in the context of international events.

- **GAIA graphic material**

The graphic material developed for the promotion of the GAIA project (posters, newspaper pages, leaflets) has been created in order to be re-used for future promotional campaigns.

A new promotional campaign with posters on the streets and publications in some local daily newspapers is planned.

## **4. The areas and actions for disseminating the GAIA project**

### **4.1 GAIA – urban forestation as instrument of the municipal administration of the Municipality of Bologna**

Because of the efficacy of the project and the good results obtained, the Municipality of Bologna has decided to carry on with the activities linked to the GAIA project: this will be possible thanks to the approval of the Executive Committee act (Delibera di Giunta PG.147297/2013), expecting the GAIA project to become a fully fledged and permanent instrument of the administration. This is one of the most important project results, since proving the project's significance and efficacy and allowing the continuation after the EU financing period.

In May 2012, the Municipality of Bologna also adopted the [General Development Plan 2012-2014](#), which is foreseen by the legislation as the document translating the goals foreseen by the Mayor and the local government during the political mandate into concrete actions. The Plan was integrated and newly approved by the Council in June 2013, covering the period up to 2016 and adding GAIA and its urban forestation activities in the section entitled Green System and Soil Protection. The document also quoted the two meetings held in the context of the Metropolitan conference (where all the Mayors of the municipalities of the future Metropolitan area are represented), during which GAIA was introduced, underlining the engagement and the intention of the Municipality to support interested municipalities in introducing GAIA within their area.

GAIA is also one of the projects listed in the [SEAP](#) (Sustainable Energy Action Plan), adopted in May 2012, following the adhesion of the city to the Covenant of Mayors, thus recognising the important role of the project in reaching the goals foreseen by the Plan.

From this point of view, one of the most important activities will be to get other companies in the area of Bologna on board and to give visibility to the companies which are already participating in the project. The instruments used to achieve this purpose will be the website [www.lifegaia.eu](http://www.lifegaia.eu) – where one can quickly and easily join GAIA – and a guide for the companies called “GAIA a nice enterprise” including the summary of the project, the obtained results, the project instruments and the conditions for joining GAIA.

Some foreseen specific activities for the continuation of GAIA within the Municipality of Bologna are listed below.

#### **4.1.1 Local public events**

##### **GAIA certificates and press release**

Once a year an event for the distribution of the certificates to the companies which will join GAIA will take place in the Municipality of Bologna, including a press release for the journalists in order to highlight the event in local newspapers.

#### **4.1.2 Restricted meetings**

##### **Meeting with the CSR (Corporate Social Responsibility) policy makers**

Impronta Etica will organize meetings with the CSR policy makers of the member companies: these

meetings are also open to non-partners which joined or are interested in the GAIA project. There will be both individual meetings and exchanges of ideas regarding internal events of the company, including the participation of several member companies (e.g. partner meetings, working groups).

During these meetings the various actions regarding sustainability will be examined: these can be put into practice in partnership with the GAIA project, like new products or services which can be compensated with GAIA, forms of visibility, making new companies aware of GAIA.

- **Meeting with the entrepreneurial associations**

The Deputy Mayor for Environment of the Municipality of Bologna will organize specific meetings to make local entrepreneurial associations aware of GAIA and to promote the project within their own networks.

#### **4.1.3 Dissemination by means of the scientific network**

- **The ASTER network**

ASTER (The Consortium for Innovation and Technology Transfer in Emilia-Romagna) is the consortium among the Emilia-Romagna region, the universities, the National Research Council (CNR) and the Italian National Agency for New Technologies, Energy and Sustainable Economic Development (ENEA), the Entrepreneurial Associations and the Regional Union of Chambers of Commerce (Unioncamere). The consortium promotes the innovation of the production system, the development of industrial and strategic research, the collaboration between research and companies and the enhancement of the human capital working in these fields. By using the ASTER communication channels, it will be possible to reach a wide range of companies in order to attract their attention on ways of compensating for their footprint by means of the GAIA project.

#### **4.1.4 Publications by the partners**

- **FARE magazine**

With more than 13,000 addresses in the list the FARE magazine by Unindustria is meant for companies, institutions and the economic world of Bologna. Unindustria will submit articles about the GAIA project to be inserted, in conjunction with special occasions such as the opening of the areas, the participation of new companies, etc..

An illustrative article regarding the objectives, the contents and the results of the GAIA project has been published in the June 2013 issue.

- **Impronta Etica newsletter**

Impronta Etica has two kinds of newsletters to disseminate information about GAIA:

newsletter "CSR pills" for the member companies of Impronta Etica: reaches all the 26 member companies, about 60 contacts, appears twice-weekly

public newsletter: reaches about 450 national contacts who signed up

These two information channels will be used to disseminate the GAIA project.

- **UNINDUSTRIA newsletter**

Unindustria will continue to use the information channel for its partner companies by means of circulars and by using e-mails, telephone calls or specific meetings for informal contacts.

- **Magazines of the companies participating in the GAIA project**

The companies joining GAIA will disseminate information about the project and its results by means of their own house organs, websites and sustainability reports.

#### **4.1.5 Websites of the partners**

The **partners' websites** have to be updated every six months with insertions regarding the events for the dissemination of the project's outputs and the emissions saved by the companies which joined the partnership.

#### **4.1.6 Participation and dissemination of GAIA in the context of specific events (organized by the partners and/or externals)**

- **Meeting of the UNINDUSTRIA partners**

Unindustria annually organizes the private meeting of the partners: this could be a good location to promote GAIA.

In the occasion of the private meeting held in 2013 with about 300 member companies, the Director of Unindustria illustrated the contents and results of the GAIA project, underlining the success of this initiative and contributing to the dissemination of the project among the present companies.

This subject will be put forward annually during the meeting.

When: to be determined

Where: Bologna

Institution in charge: Unindustria

- **Meeting of the member companies of Impronta Etica**

During the annual meeting of the member companies, Impronta Etica gives an update on the ongoing projects. The GAIA project (and its development) has been presented in every meeting from 2011 to 2013. Impronta Etica will give a constant update to its partners regarding the development of the project and the new opportunities for the upcoming years. Brochures about the project are distributed during the meetings.

When: to be determined

Dove: Bologna

Institution in charge: Impronta Etica

- **National Anci (National Association of Italian Municipalities) Assembly**

During the annual edition of the Anci Assembly there will be a workshop in order to compare the different strategies adopted by the Italian cities regarding the urban plantation of trees and to promote the implementation of the GAIA model in various Italian Municipalities. Together with the national Agenda 21 Coordination (Coordinamento nazionale Agenda 21), the workshop will present

the instruments for calculating the emissions and will continue disseminating this successful model, which can be adopted in other medium-sized urban contexts.

When: 23-25 October 2013

Where: Florence, Italy

Institution in charge: Cittalia

- **FARETE**

The Unindustria event FARETE is an important initiative for presenting and promoting the entrepreneurial tissue of Bologna by means of exhibition spaces, meetings, exchange of relationships between companies, workshops and in-depth analyses. 300 exhibiting companies and 7,000 visitors participated in the last edition of the event, which is organized together with Legacoop, whereas in 2013 500 exhibitors are expected.

A specific stand will be set up together with an ad hoc exhibition space in order to distribute information material and to build up useful contacts with the Municipalities of the Province of Bologna and companies from other Italian cities.

The occasion will be seized to present the GAIA partnership, goals achieved so far and the future prospects of the project. It will be possible to reach a wide company target group, both from Bologna and from other cities, which will decide if they want to promote the partnership in their own working area.

When: 16-17 September 2013

Where: Bologna, Italy

Institution in charge: Unindustria

- **SMART City Exhibition**

SMART City Exhibition is an event resulting from the partnership between FORUM PA and Bologna Fiere (Bologna Fair) with its second edition to be held in Bologna. The initiative is a crucial point of the trend towards considering the policy for smart cities a European and national priority.

In 2012, 31 public bodies and 12 European cities participated in the exhibition with 30 meetings.

GAIA will be introduced at one of the organized meetings and the information material will be distributed at the exhibition spaces of the Municipality of Bologna.

When: October 2013

Where: Bologna, Italy

Institution in charge: Municipality of Bologna

- **Ecomondo**

Ecomondo is the international trade fair of material and energy recovery and sustainable development which takes place annually and is now at its 17<sup>th</sup> edition. In 2012, 80,000 visitors and 1,200 exhibitors participated in the fair with 150 meetings.

The GAIA project was suggested for one of the meetings foreseen by the programme.

When: November 2013

Where: Rimini, Italy

Institution in charge: Municipality of Bologna

- **International Conference on Landscape and Urban Horticulture**

This is one of the most important international Conferences in which green environment is discussed as the challenge for pollution reduction and for changing the quality of life.

When: 17-22 August 2014

Where: Australia

Institution in charge: Ibimet

- **Events for the presentation of the sustainability reports of the member companies of Impronta Etica**

Brochures about the GAIA project are distributed in the occasion of the regional and national events for the presentation of the sustainability reports, which are organized by the member companies of Impronta Etica – in particular (but not only) the signatories of the protocol. In the sustainability reports of the companies which joined GAIA the project has been cited as good practice in the field of environmental sustainability.

When: various dates

Where: Italy, various locations

Institution in charge: Impronta Etica (member companies)

- **Public Impronta Etica event**

Impronta Etica annually organizes a public event, which this year will be held in September (date to be determined). About 50 selected stakeholders will participate in the event (companies, PA (public administration), research bodies, entrepreneurial associations, civil society associations), such as representatives of the government and of the European Parliament engaged in the development of national CSR policies.

When: September 2013

Where: Bologna, Italy

Institution in charge: Impronta Etica

- **LIFE+ LOWASTE Project Marketplace, May 2014**

The LIFE+ LOWASTE (life10 ENV/IT/0000373) project annually organizes an event in Ferrara – LOWASTE Marketplace – in order to illustrate the development of the project and to encourage debate and exchange of views between several important local and national players. Impronta Etica is a partner of the project and will disseminate information material about GAIA during the event (two days).

When: two days, May 2014

Where: Ferrara, Italy

Institution in charge: Impronta Etica

- **CSR and Social Innovation Fair**

Impronta Etica is a partner of the CSR and Social Innovation Fair. Information material about the GAIA project will be distributed at this event.

When: 1-2 October 2013

Where: Bocconi University, Milan, Italy

Institution in charge: Impronta Etica

- **Internal and external seminars**

A seminar cycle held in the Institute and outside, in other research centres or universities, is generally organized in order to discuss the most important nationally and internationally relevant topics.

When: to be determined

Where: to be determined

Institution in charge: Ibimet

## **4.2 GAIA for the Municipalities of the Province of Bologna**

The Guidelines will be the main instrument used by the GAIA partners to promote the project in other cities. They can be downloaded from the project website [www.lifegaia.eu](http://www.lifegaia.eu), where one can also find an ad hoc section for the replicability of GAIA in other cities and where the instruments of the project (protocols, widget toolkit) are made available to the administrations.

- **Institutional meetings**

A meeting will be organized in the context of the Metropolitan Conference of Mayors<sup>1</sup>. This is a unique occasion to reach all the Mayors of the Municipalities of the Province of Bologna at the same time. In the occasion of these new meetings, the process for the replicability of GAIA and especially the **Guidelines** and the **protocols** will be explained to them.

## **4.3 GAIA for the Municipalities and the companies from other cities**

The main purpose is to export the GAIA model to other cities, regardless whether the municipal administrations or a company (as in Bologna) is going to promote the partnership. The GAIA **Guidelines** and the website of the project [www.lifegaia.eu](http://www.lifegaia.eu) will be the instruments used.

### **4.3.1 Dissemination within national networks**

The networks of Cittalia (project partner) and of the Coordination Italian Local Agendas 21 (Coordinamento Agende 21 Locali Italiane, member of the project partner network) will be used to assure the widest possible dissemination towards other Italian cities.

As far as the companies from other Italian cities are concerned, the Confindustria network will be used. The project partner Unindustria is a member of this network.

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<sup>1</sup>This is an instrument of voluntary consultation between the local bodies about the main political choices in order to establish the metropolitan city. The conference is chaired by the President of the Province and has an Executive Board made up of 12 members responsible for investigations.

In addition to that, on 9<sup>th</sup> July 2013 a seminar on the public-private partnerships (PPP) for the urban forestation was presented in Bologna. The seminar was addressed to the Councillors for Environment of the Italian Municipalities by means of the Italian Local Agendas 21 network. The seminar may be repeated in similar future occasions.

#### **4.3.2 Dissemination within international networks**

- **ICLEI meeting**

ICLEI is an Association of over 1,200 local governments and represents the interests of local authorities within the United Nations and at international policy forums.

The Municipality of Bologna is a partner of ICLEI and participates in the annual partner meetings.

GAIA will be introduced within the foreseen meetings.

When: to be determined

Where: to be determined

Institution in charge: Municipality of Bologna

- **EUROCITIES Environment Forum**

Bologna participates in the [Eurocities network](#), that brings together hundreds of major cities across Europe. It will be possible to introduce the project at some of the annual networks or in the specific Environment Forum, inviting cities to adopt the GAIA model.

When: to be determined

Where: to be determined

Institution in charge: Municipality of Bologna

- **CSREurope Events in Europe**

Every year the European network CSREurope, of which Impronta Etica is a member, organizes several meetings for those who joined the network and for other important European stakeholders (European Commission, public administrations, universities). During these meetings Impronta Etica distributes information material about the GAIA project, which can be regarded as best practice in terms of PPP for environmental sustainability. These are the main events:

- The NPO meeting (which takes place every six months) is the meeting of national partner organizations of CSREurope (36 organizations in Europe).
- conferences of the Impresa2020 projects

CSREurope launched several projects regarding the Impresa2020 initiative. Being the co-leader of two projects, Impronta Etica may participate in all the meetings (public conferences or stakeholder meetings) and will distribute information material about GAIA at these meetings.

When: various dates

Where: Brussels

Institution in charge: Impronta Etica

### **4.3.3 GAIA for the citizens**

An interesting theory to be considered is the extension of the GAIA partnership to the citizens by means of crowdfunding. This would lead to a development of the project which has been carried out in the course of the European project and could produce interesting results. The Municipality of Bologna and the project partners are planning to examine the feasibility and possibility to receive different kinds of funding so as to start a trial of this theory.

## **5. European events for the dissemination of the GAIA project**

### **Public presentations for 2013**

The public-private partnership model, Layman's Report or the Guide for the companies and the materials available on the website [www.lifegaia.eu](http://www.lifegaia.eu) lend themselves to a dissemination at conferences and meetings so as to be illustrated to expert listeners.

This is why the conferences and European events where the project can be presented have been chosen. Each partner will then be responsible for monitoring the events in the course of the year in order to examine the possibilities for presenting the project.

The results will also be disseminated in Europe at events like the Green Week, the Sustainable Energy Week, the Open Days and Resilient cities with panels regarding the topics of the project. Thanks to the European networks, including the single partners and in particular the city of Bologna, the diffusion of the results of GAIA can be planned for thematic events in the context of Eurocities, the Committee of the Regions and other events.