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MODENA E REGGIO EMILIA



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LIFE12 ENV/IT/678 "LIFE ReTSW-SINT"

LIFE 12 ENV/IT/678

"LIFE ReTSW-SINT"

FINAL REPORT

Annex 02

After-LIFE Communication Plan

Deliverable E5



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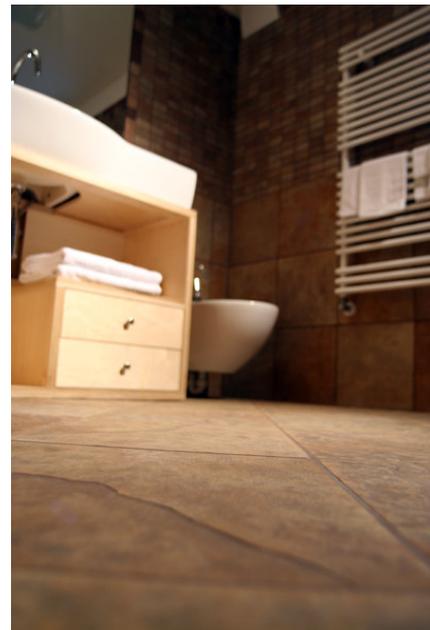
The company

With more than 50 years of experience, Ceramica Fondovalle is a market leader in the production and sale of porcelain floor and wall tiles. Ever since 1962 the company has pursued the goals of aesthetic refinement, quality, a focus on detail, technological development and innovation, safeguarding the environment and the land; it is a company made up of people, ideas and materials that come together every day to offer the Italian and international markets the best of Italian design in ceramics. This is why technical design, aesthetic study and pursuit of stylistic trends have always been central concerns for Fondovalle, supported by on-going strategic investment and non-stop technological innovation guaranteeing excellent productive processes, exclusive top quality products and efficient service.

Every year Ceramica Fondovalle invests in innovation and optimization of its productive processes, maximizing the efficiency of its production plant in Marano (MO) and offering a range of products which is continually updated in response to new trends in interior design.

When people talk about progress today, they realise that technological innovation and development are indissolubly linked with respect for the environment and the ecosystem; Ceramica Fondovalle sees this vision of the future as synonymous with social commitment and responsibility. This is why the company introduced concrete initiatives in its production processes as far back as 2002, through projects promoting sustainable

production, reduction of polluting emissions and recovery of wastes, also from other production processes, all kept under control with annual inspections by the European Union's LIFE environmental program.





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The partners

Fritta Italia is a subsidiary of Fritta s.l., a company set up in 1973 based in Vila-real (Castellón, Spain). Its business is based on the design, manufacture and sale of frits, glazes, digital standards inks and ceramic colours. Fritta reached its success thanks to a special attention to: designing, service and internationalization. Design means searching for and discovering new paths towards a variety of styles but not only, the design department together with the R&D department investigates and develops new products and solutions tailored on client's needs. Fritta is nowadays operating all around the world, in particular the company has operative subsidiaries in Italy, Portugal, Vietnam, Mexico and Russia. Fritta is active also on the environment field, that's why it has been awardee with the UNE-EN-ISO- 14001:2004 Environmental Certificate, thanks to the use of suitable filters and managing efficiently all actions. Fritta also plays an active role on a specific Technical Committee for the Association of Ceramic Frit and Glaze Manufacturers (ANFFEECC), whose aim is to produce reports related to the IPPC European Directive and future legislation related to the environment.

K4Sint works in the development of precompetitive new materials and products realized with powder technology, focusing, but not limiting the activity to the spark plasma sintering technology (SPS). From 2005 to 2007 the engineering department of materials and industrial technologies (DIMTI) at the university of Trento (UNITN) purchased an SPS plant and created a group of researchers composed by 3 researchers coordinated by Prof. Alberto Molinari. This group constituted in 2007 the company K4Sint srl, owned by the university of Trento. Prof. Molinari is the scientific coordinator and referent for the University of Trento, main partner of K4Sint srl. The society started its activity in 2007 developing the results obtained from the scientific research realized by Prof. Molinari on behalf of the university of Trento, since there were many possibilities of industrial applications in different sectors. K4Sint srl is now studying deeper the Spark Plasma Sintering technology but not only: it is developing also materials for biomedical applications, nano-structured materials, hard metals and ceramics, light alloys and



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relatives metal matrix composites for the automotive and sport sectors. K4Sint is also collaborating with the university of Trento in the realization of different projects.

Turbocoating has more or less 40 years experience in thermal spray industry, obtained continuously advancing in research, development, innovation and manufacturing techniques. Core business of the company is the development of special processes and the production of protective coatings for components used in Industrial Gas Turbines (IGT) and Aero engines. Today, Turbocoating operates two facilities, one in north America (NC) and one in Europe (Italy), with the capability to provide coating and post-coating treatments for OEM land based gas turbine and aircraft engines. Turbocoating is able to provide all the treatments on turbine parts after casting and machining. Moreover, in order to further establish its position as a full service provider of coatings and post coating services, it was included also LASER drilling, welding, vacuum brazing and NDT capabilities for advanced gas turbines to our services delivering to customers engine ready parts. Commitment and philosophy to quality has earned the company numerous OEM approvals, while complying to ISO 9001 as well as ISO 14001 certifications. Investments in R&D are part of the core values to maintain Turbocoating at the highest technological level in the market. Turbocoating is active in coatings and gas turbine community by participating to joint research projects. Through R&D structures can be realized development of new materials, processes and equipments, management of R&D projects, production support for process development, problem solving, trouble shooting.

UNIMORE (1176) is third oldest University in the world, and has always been ranked among the first Italian universities for quality of teaching and research since 2007. UNIMORE is a networked campus located in the towns of Modena and Reggio Emilia. It counts about 18.000 students, 900 faculty members, 11 faculties, 8 PhD schools and 29 dept. UNIMORE has excellent international network including academic and industrial organisations. It actively participates in EU S&T programmes across different domains. Its project portfolio comprises 55 FP7 projects, 4 LIFE+ ENV and several industrial research project financed by the JTIs (ENIAC/ARTEMIS). The Department of Engineering "Enzo



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Ferrari" was created this year by unifying all the Engineering Departments of the Modena branch of the University of Modena and Reggio Emilia. It now gathers Mechanical, Materials, Environmental, Civil, Information and Electronic Engineering. The former Materials and Environmental Engineering Department, whose personnel will be the main actor involved in the project, was funded in the year 2000 and includes the Athenaeum's geophysical observatory. Its primary research interest is the study of new materials, the development of new treatments, devices and systems which could bring benefits in terms of sustainability and competitiveness, pursuing the maximum efficiency with minimum environmental impact. Among its activities there is also the production and the processing of data for national and global nets for climate monitoring, since 1826. The Department is strongly integrated in the territory, it collaborates with local and national industrial realities, it maintains contacts with public bodies which concern surveillance and environmental control. The Research Office has a consolidated expertise in Project design and management supporting the building of industry-academia partnerships and fostering the active participation to EU programmes for RTD+I.

The project

The main project aim was to demonstrate the feasibility of valorising and recycling thermal spray waste of different nature into high value products for industrial and residential use. Based on the powders type and morphology, the project aims to realize demonstrative products, like frits, glazes, glazed sintered tiles and sintered parts for targets and inserts, containing up to 100% of spent thermal spray powders.

The focus was on two classes of powders: high temperature alloys like NiCoCrAlY and high temperature and abrasion resistant ceramics, like alumina and zirconia, which nowadays due to contamination problems and loss of spherical morphology, become hazardous waste after only one or few uses.

In thermal spraying, a jet of hot particles used to coat a given substrate, only a small portion of such particles is effectively sticking to the substrate. The remaining, up to 80-



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90%, simply bounce back, loose adhesion or are sprayed out of the target substrate, are collected and can no longer be used, for spherical shape lost and thermal alterations, or recycled, as contaminated by foreign materials. The objective was to convert such waste streams into usable and high value products by innovative techniques to manufacture new products: the spherical particles for manufacturing of simple-shaped parts by Spark Plasma Sintering (SPS), the others immobilized in a glass matrix to avoid leaching of heavy metals, used in both reactive and non reactive silica-based systems, to convert the powders into frits (rapidly water-cooled glass powders) and glazes, and so into glazed ceramic tiles with abrasion resistance, conductivity, electro-magnetic field absorption and esthetical properties, for a complete converting of thermal spraying plants waste in high value innovative products.

Objectives of the After-LIFE Communication Plan

The objective of the After Life Communication Plan is to continue the dissemination activities carried out during the project with various purposes:

- > spread knowledge of the project results among a broad audience of targeted companies, stakeholders' categories and people from very different areas and sectors;
- > establish with other companies relationships and collaborations, for technology transfer, new applications of the results achieved and new products circulation and spread;
- > increasing the knowledge and the visibility of the LIFE+ program;
- > improving the company image in the market and among other manufacturers;
- > getting feedback from stakeholders about project possible exploitations.

The disseminative strategy adopted during the project, that has provided excellent results, will be taken forward as main strategies to reach all the above objectives. The After-LIFE communication activities will have a duration of 3 years, a period which seems appropriate as will permit to see the results of the dissemination on a middle period, in order to understand whether there will be a need to continue these activities or to leave them, depending on the achievement of results.



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Target groups

Given the objectives to achieve, the after-LIFE communication activities will primarily have as target audience:

- The manufacturers of ceramic tiles;
- Companies focused on coating treatment;
- Companies focused on fritta and glazes production;
- Suppliers of the industries involved both technical and advertising;
- Customers, sellers, builders, constructors, retailers, importers, end users of the products addressed with the project;
- Trade associations in the metallurgy and ceramic industries;
- Universities and research institutes;
- Environmental and administrative public entities at European level.

Special commitments will be dedicated to the ceramic industrial district of Modena and Reggio Emilia and the one of Castellon in Spain, linked together by suppliers and subsidiary companies, which together produce the majority of the tiles in Europe and easily reachable thank to the presence of district and of the industry associations, as Confindustria Ceramica. The company, however, aims to target for communication activities a lot of organizations of the European Union and also including countries that are more geographically distant, but which have relationships with the European producers, in order to create opportunity of knowledge of the products in countries where they can obtain good success, as more open to novelties, favoring European producers which export. For this purpose, the participation in fairs also in other continents will be foreseen. The sales network will assist the company in the dissemination of the project given its extension in almost every corner of the world; sales agents of the partners will have specific instructions to promote the project and its results with their customers. Public authorities as research institutes, Local, regional and national authorities, European authorities and environmental institutions at local, regional, national and European level, as well as market influencers as architects, designers, builders, constructors, retailers and final customers will be particularly addressed for their influences on policies and market.



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Communication activities

The technologies developed are a novelty and could be important for the industries and the environmental aspects, related also to production processes normally polluting, are of fundamental importance to increase communication and knowledge opportunities. These ideas must be the basis of communication strategies and spread of the project results. Fondovalle has always stood out among the European companies in the ceramic industry for marketing, presentation of products and service to the market and can transfer this issue to the partner and exploit it for communication purposes. Important reference point for the ceramic sector, both for sale and for knowledge, for all producers, is the Cersaie fair, the most important fair in the world for ceramic floor and wall tiles, which takes place every year in late September in Bologna (Italy). The first step will be, so, the presentation of the final product at Cersaie fair, where the project was already presented in the past years and then spread to all stakeholder in the world including the product and the project in the marketing and communication campaigns in progress, appositely created to spread the company messages for knowledge purposes and to disseminate the results as much as possible.

For this purpose will be also important to involve retailers or constructors and builders, because the market, and so all the stakeholders and persons which could be interested to the project, is in their hands. For this reason, efforts will be focused mainly on retailers and distributors and then on manufacturers or designers and also professionals.

Among the major instruments there will be the face to face meetings or visits, as the dissemination activity during the project suggested.

The environmental message will be an integrated part of advertising campaigns and it will contribute to support the environmental message that the companies (Mainly Fondovalle, but also K4 and Fritta) are already addressing also with the development of other European projects, that are gathering broad consensus among customers and final users of products.



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In order to reach the goals will be, so, organized several specific actions towards visitors of the company, customers, designers, builders, distributors, other producers, equipment producers and all stakeholders that make use and sell products similar to the new ones created. The intent is to create marketing linked strategies with market actors which will demonstrate their will to contribute to the dissemination of the environmental message which stand back the innovation.

Then, the most important communication activities, considering the results of the monitoring of the dissemination activities made during the project realization, will be:

Fairs

If the project can have specific targeted communication campaign, it must be presented as much as possible, exploiting every occasion, especially fairs and exhibitions. So, the project will be presented during the Cersaie fair, which will be held in Bologna (Italy) every year in September, in the Coverings fair, held in the USA in May Las Vegas or Orlando normally, maybe in the Mosbuild fair, held in Mosca (Rus) in April and probably in the Cevisama fair in Valencia (Spain) every year in February. The company foresees to participate surely to the first two fairs every year, and so in 2017, 2018 and 2019 and maybe in the last two, depending on the yearly marketing budget. These are the most important floor and coverings goods fair in the world. All the major producers will participate in these fairs as they are the most important mean to reach all the market makers. During exhibition will be shown many notice boards and distributed a lot of brochures, the sales forces will be trained towards project presentation and results as well as the process will be explained to make the market aware of all the results achieved. Samples and demonstrative kits will be distributed to spread the project as much as possible. As demonstrated in the fairs already participated where the project has been presented, will be important to dedicate specific spaces or corner to the project and to capture attention by the audiovisual realized, which will be shown on the various screens distributed in the stand. Specific invitation will be sent to major customers and stakeholders in each exhibition country for better exploitation of the project joint with the other marketing efforts of the company. The logo will be clearly shown in the stand and the



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greatest possible number of contacts will be taken for future collaborations in name of the environment and for the survival of the companies' innovation efforts.

Meetings and workshops

The project will be included in the meetings and workshops with the most important clients which will be organized, inviting salespersons, professionals, architects, designers and retailers with specific campaigns also in the clients' spaces. The project, together with the other environmental efforts, is already an important part of the presentation held during current meetings and this will be pushed for the future. The new products will be presented and the process will be explained in order to show to everybody the sustainability of the processes realized. For this purpose, contacts with the most important clients of the company at European level will be taken. Specific invitation will be sent by newsletters and paper letters or e-mail to important European customers accordingly with customer chains and distributions. During training and information meetings with the sellers of their main selling points, will be explained the important results achieved by the companies, with the help of the European Commission, towards sustainability. Sensibility over these themes is increasing and the most important European customers want to be linked with companies particularly active in this field, creating in this way important environmental collaborations. The project will be presented during these workshops made with training purposes for the sales forces of the showrooms. This is the best way to put the market's stakeholders aware of the project and to spread it as widely as possible, also to professionals, such as architects and designers and to the end users, who must be aware of novelties and environmental successes.

During the meetings with stakeholders and the fairs participated, will be distributed samples and brochures, creating wide knowledge of the project, and feedbacks and especially contacts will be collected.

A dedicated moment, with a specific presentation, for the project will be inserted also in the internal training courses that the company realizes for retailers, professionals, designers, architects, builders, distributors and other contacts of the most important clients at European level. The possibility to have access to the company premises, a complete and



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Turbocoating

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direct explanation of the manufacturing systems and a global vision of the company's activity link indelibly clients and professionals and their collaborators and operators, contributing to the promotion of company's efforts and its vision.

Both in events held at the customer's premises and in those organized in companies' premises will continue to be invited also representatives of the public key environmental authorities (representatives of local authorities, ARPA representatives and other local centres for the environment) and through institutional contacts, some of the major managers, both as collection and as disposal, of waste at local level, public and private, for future developments of the project. The meetings already organized and those that will be organized will have a technical issue as main matter and attraction but will be given high prominence to Community commitment and to possible new applications of the project.

Communication tools

Another way followed in the exploitation of the project on a marketing level that will be pushed is the application of the ad hoc created logo on brochures and flyers and on the samples of the new products. All the logos which refer to environmental projects of the company are very similar and present also the European Commission's logo referred to the specific



program, identifying the company and Commission's efforts for the environment. Placing those logos on the merchandising of the products concerned, will be created linked lines related to the environmental efforts and sustainability, giving to stakeholders clear messages.

In support of the promotional activities of the sales network and of the managers, a series of informative paper based materials will be provided to be left with stakeholders so that they always have clarity about the project. During implementation of the project several flyers, notice boards and brochures were made and a Layman's report was produced with very attractive graphics; it is therefore intended to use the same material on every occasion by all the partners.



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The explanation video will be continuously re-proposed and will be made available on the website, on You Tube and on at least two Facebook pages. The video will be provided in DVD format to anyone that makes an explicit request for this from the company, at zero cost.

Keeping in use the letterhead and the references in the catalogue to the LIFE program and to the project developed for at least 3 years, during which the dissemination will take place, will serve to attract the curiosity of customers that, requesting for further information, will have a presentation of the project by one of our managers. In the same way information of the Life program in general will be provided.

Website and Social network

The web site of the company presents a specific area dedicated to the project (<http://www.fondovalle.it/life>). The download area is regularly updated as well as the photographs related to the process in the website. This will represent the point of reference for every person who want to contact the company for environmental and innovation matters and will be used for every need during contacts or meetings, including all the means necessary to understand and take information about the project.

The facebook page “Think Eco Live Green”, created in collaboration with other beneficiaries, will be pushed and updated as well as other web channels as Youtube and Twitter.

Portals and articles

As new important and spread tool, the project will be advertised on the main portals of different sectors, in particular Archiportale, Edilportale and Ceramiconline, on an European scale. Portals become everyday more important, as source of fast and economic information. Portals are consulted by all the stakeholders of the sector, in order to obtain information on products, technologies, laying systems, projects undertaken, news, fairs, etc. It is crucial to be present on these portals and highlight our strengths and so this way of exploitation will be created as chain of digital knowledge exchanges fast and easy to find and comprehend.



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In order to unify all the activities realized for the dissemination with a proper printed campaign, will be planned institutional presences on different information channels such as Cer and Cer International, Tile and Tile International and Ceramicanda, but also some non-technical means as ISole24ore or local newspapers.

Events

The project will be presented at institutional meetings in Confindustria Ceramica (Assopiastrelle - association of all manufacturers of ceramic tiles) to make everyone aware of the results obtained. In particular will be participated the next “Festival Green Economy del Distretto” (<http://www.festivalgreeneconomydistretto.it/>) with the presentation of the project during the main conferences and the participation to the Expo Green Tiles, the collective exhibition of green ceramic products, where will be exposed samples of the new products and will be given large space to the project.

All the conferences or exhibitions or meetings organized in the district country by Confindustria Ceramica are an important time to discuss about novelties and in which participate all the ceramic manufacturers, also some foreign manufacturers, both as regards tiles and bricks and as regards equipments and plants. It will be also given the opportunity to visit the facility to those interested in an implementation.

Personal contacts

From the analysis of the dissemination activities it was clear that the action that has brought more results in terms of potential partnerships in the future was the work of communication taken forward by the project managers and the staff. The objective is to promote this type of activity involving the entire staff network of the companies, including the overseas office, and provide it with the support tools that would assist the staff in explanation of the project. So, samples, brochures, flyers and copies of the Layman's Report will be provided to all the project managers and the most competent staff of the sale department in each country in which it operates. In this way, explanations of the staff would be easier, with the option of leaving paper based material and with the opportunity to examine the product sample in any part of the world. To the contacts will be so given



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the opportunity to listen a presentation of the project and to evaluate whether it could be a source of future business for both parties. The "Word of Mouth" effect created has also to be considered as the project knowledge will be able to reach, without any additional effort, a very large number of people. The efforts made by Microenergy during company growth strategies will be focused on this way and the project will be an important part of the life of this partner.

Financial means

The company can estimate the means needed in order to complete what expected and will make use of its own financial resources, with the help of the partners, in the realization of the activities for the after-LIFE communication actions, even if at the moment it is particularly difficult to compute precisely which is the budget that will be allocated to such activities since many variables influence the development of these actions. It should be considered, also, that the implementation of some activities involve only expenses related to the salary of the employees, therefore, the effort depends on who will realize a certain activity.

Website update:

1.000 € (external assistance)

2.000 € (personnel costs)

Brochures:

5.000 € (external assistance)

2.000 € (personnel costs)

Fairs:

30.000 € (external assistance)

70.000 € (personnel costs)

Notice boards:

2.000 € (external assistance)



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3.000 € (personnel costs)

Personal contacts

30.000€ (personnel costs)

Events:

5.000 € (external assistance)

15.000 € (personnel costs)

Meetings and workshops:

5.000 € (external assistance)

10.000 € (personnel costs)

Training courses:

5.000 € (external assistance)

10.000 € (personnel costs)

Publication of articles:

5.000 € (external assistance)

3.000 € (personnel costs)

Portals:

2.500 € (external assistance)

2.000 € (personnel costs)

Conclusions

The project and its development represents an important communication opportunity for the beneficiaries and a good possibility to follow its environmental mission. The main idea, in this sense, is so to insert the project in all the marketing campaigns giving to it more visibility is possible and creating an automatic way of dissemination of the project each time every marketing or communicative activity is designed and realized. Fondovalle is well recognized for the high standard of its marketing activities, in which also the project will always be inserted.



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It is important to note that any activity referred to customers will be directed to the territory sale points of major European retailers that work with the company, but also to designers, architects, promoters, builders, brokers, representatives of building materials and installers. Various figures, in fact, may be interested, at every level of the industry chain, to innovative products and environmental sustainability. Informing many different figures, thanks to the many contacts that the company has gathered during its decades of history and through channels described above, the message can arrive easily to the entire market, including distributors, manufacturers and end customers.

The presence of the industrial district also ensures easy opening to the market and the industry, professionals, manufacturers of plant, tile manufacturers, providing an easy opportunity to disseminate the results of the project with just word of mouth to the major stakeholders.

The greatest difficulties may be encountered with stakeholders not belonging directly to the ceramic industry, who know less than others the company and its work and to which will be devoted major efforts in the activities already planned. All the work foreseen will involve the work of the entire internal staff dedicated to the project, but also personnel not belonging to the project, such as sales agents, that will give crucial help in the promotion of the project. Communication strategies will be widely shared in order to exploit synergies; regular meetings, both formal and especially informal, will permit constant exchanges of information and experience about the better communication activities.



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