



Project
funded by the
EUROPEAN UNION



Mediterranean Cooperation in the Treatment and Valorisation of Olive Mill Wastewater (OMW)

MEDOLICO

Deliverable 7

Activity 2: Project Dissemination and Visibility



**University
of Cyprus**



מתימופ
MATIMOP
מרכז תעשיית ופיתוח מחקר
Israeli Industry Center For R&D



**UNIVERSITÀ DEGLI STUDI
DI GENOVA**

Unioncamere Liguria

September, 2015



Contributions by:

UNIONCAMERE LIGURIA

Raffaella Bruzzone

Cristina Rachelli

Giorgia Teso

Nireas - International Water Research Center, University of Cyprus

Toumazi Toumazis

Irene Michael

Despo Fatta-Kassinou

UNIGE - Università degli Studi di Genova

Gustavo Capannelli

Aldo Bottino

Antonio Comite

Camilla Costa

Raffaella Firpo

Anna Jezowska

BGU - Ben-Gurion University of the Negev

Zeev Wiesman

Jack Gilron

Charles Linder

Janna Abramovich

Leonid Kogan

Galina Neimark

JUST - Jordan University of Science and Technology

Munir Jamil Rusan

Abdel Raman Bani Amer

Said Zuraiqi

LNEG - National Laboratory of Energy and Geology

Ana Eusébio

Belina Ribeiro

Céu Penedo

Table of contents

<u>1.1 Introduction</u>	5
<u>1.2. Communication strategy</u>	6
<u>1.2.1. Definition of the Communication Strategy</u>	6
<u>1.2.2. Identification of the Project graphical identity</u>	7
<u>1.2.3. Set-up of the Project informative and promotional support tools</u>	8
<u>1.3. Stakeholders involvement</u>	Error! Bookmark not defined.4
<u>1.4. Media involvement</u>	Error! Bookmark not defined.5
<u>1.5. Raising awareness activities</u>	15
<u>1.6. Conclusions</u>	19

List of Figures

Fig. 1 – Project letter headed

Fig. 2 – Project template for presentations

Fig. 3 – The project website homepage

Fig. 4 – The project brochure

Fig. 5 – The project newsletter

Fig. 6 – MEDOLICO's Facebook account

Fig. 7 – Medolico's posters

1.1 Introduction

The aim of this Activity was to set-up a comprehensive framework for all kind of actions supporting the dissemination of the project's objectives and the valorisation of its achievements all over its duration.

Unioncamere Liguria, the Regional Association of the Ligurian Chambers of Commerce, was in charge of the coordination of this Activity and in this position provided guidelines to the other partners in order to implement in a coherent way this set of actions.

In the following chapters it is possible to get a whole overview of the main tasks carried out by the project's partners and their outputs and results.

1.2. Communication Strategy

1.2.1. Definition of the Communication Strategy

Considering the relevance of this Activity for the partnership, in January 2012 Unioncamere Liguria launched an invitation to select an external provider who could support the partners in the identification of a Communication strategy, by providing them with a comprehensive Communication Plan.

To this extent Unioncamere Liguria drafted the terms of reference detailing the key aspects of the Communication Plan, which essentially had to allow the partnership to:

- 1) identify the project's branding: logo and key message to be conveyed; graphical identity for the promotional material;
- 2) set out a proper external communication strategy to involve stakeholders and target groups across the partner regions, identified in the followings:
 - o olive millers (1.000 across the partner regions)
 - o association of olive oil producers (at least one per partner region)
 - o NGOs (30 across the partner regions)
 - o Cosmetics' industries (10 across the partner regions)
 - o Medical research centres (at least 3 across the partner regions)
 - o Public Authorities involved in wastewater management and groundwater protection
 - o Researchers and students (at least 100 across the partner regions).
- 3) define a road-map to get the media involved (40 actors across the partner countries to be involved).

According to the selection procedure's criteria, Unioncamere Liguria could select the communication agency "Totem On".

In March 2012 the Agency delivered the Medolico Project Communication Guidelines, which provided partners with an approach to ensure project's visibility, an effective dissemination of Medolico's activities and results along the project duration and their valorization.

The Guidelines focused on two aspects: on one side, the key message to be conveyed to project stakeholders and the approach to get it delivered; on the other side, the tools to be created and used to give the project visibility and to ensure transferability of its achievements.

1.2.2. Identification of the Project graphical identity

The graphical identity is a cornerstone in a project communication strategy.

The MEDOLICO logo was created out of its founding elements:

- the olive
- the wastewater
- the environmental footprint of olive mills



These distinctive features were then coupled with graphical elements which remind of the Mediterranean area and its natural characteristics – the sea and the landscape.

The logo was agreed by all partners and became the central element of the set of the project's promotional tools.

A project letter headed and a project template for presentations were created to enable partners to display a homogeneous image of the project in any communication activity related to the project implementation.



Fig. 1 – Project letter headed



Fig. 2 – Project template for presentations

1.2.3. Set-up of the Project informative and promotional support tools

The Project informative and promotional tools can be grouped into the following:

- the project website
- the project brochure
- the project newsletter
- the project's Facebook account
- the posters on project's technologies
- the MEDOLICO videos

The project website

Set-up and managed by the Project Coordinator – Nireas-IWRC UCY, the project website (www.medolico.com) is the first-stop-shop to get acquainted with the project, its structure, its managing partners, its expected results; to be updated on its development and to get access and download its deliverables.

It is available in the English version but it gives access to deliverables produced in all partners' official languages, when available.

The project website is constantly updated and it represents a valuable source of information both for public and private project's stakeholders and target groups.



Fig. 3 – The project website homepage

The website features the following sections:

- the presentation of the project partners and objectives;
- the description of the project actions and its expected results;
- the list of activities performed and relevant deliverables available for download;
- the inventory on olive oil production at international level.

The project brochure

Created by Unioncamere Liguria, the brochure was released at the beginning of the project implementation to enable partners to have a user-friendly tool to disseminate their project's objectives, expected results, activities to their stakeholders and target groups.

To facilitate this dissemination activity, the brochure was made available in all partners' official languages (English, Arabic, Greek, Hebrew, Italian, Portuguese).(Annex 1)

The brochure has been published twice, to allow partners to have sufficient hard copies to use during their dissemination and valorisation activities.

The downloadable version is available on the project website.



Fig. 4 – the project brochure

The project newsletter

Coordinated by Unioncamere Liguria and realized with the active contributions of all partners, the project newsletter has been issued three times along the project duration: twice in year 2013, one issue per semester; once in year 2014, in the first semester. (Annex 2)

The aim of the newsletter was to provide project stakeholders and target groups with an update on the project activities.

Each newsletter featured the following sections:

- an overview of the project, its objectives and partners;
- the main results achieved;
- news about upcoming events or activities carried out by partners;
- information about other ENPI CBC MED funded projects which insisted on topics related to MEDOLICO field of intervention.

The newsletter was published in all partners' official languages (English, Arabic, Greek, Hebrew, Italian, Portuguese) and is available for download on the project website.



Fig. 5 – the project newsletter

The Project's Facebook account

Activated by Unioncamere Liguria in the second semester of 2012, the Facebook account of MEDOLICO project (www.facebook.com/medolico) is a useful communication tool to reach a wider audience on the project's implementation.

Implemented by all partners, it provides live information on project's events and activities and makes easier to have access to the project's on-line information tools, such as videos and interviews.



Fig. 6 – MEDOLICO's Facebook account

The posters on project's technologies

In the second semester of 2014 partners – upon suggestion of both the project beneficiary and the WP 2 coordinator – started elaborating a technical factsheet on each tested technology. (Annex 3)

The aim was to produce an information tool which could translate in a series of schemes the main features of each technology and its expected outcomes.

Unioncamere Liguria then proceeded to print a total of 100 copies of small posters – 25 copies per technology – to be presented at the closing conference of ENPI CBC MED Programme, hold in Rome on 12th December 2014.

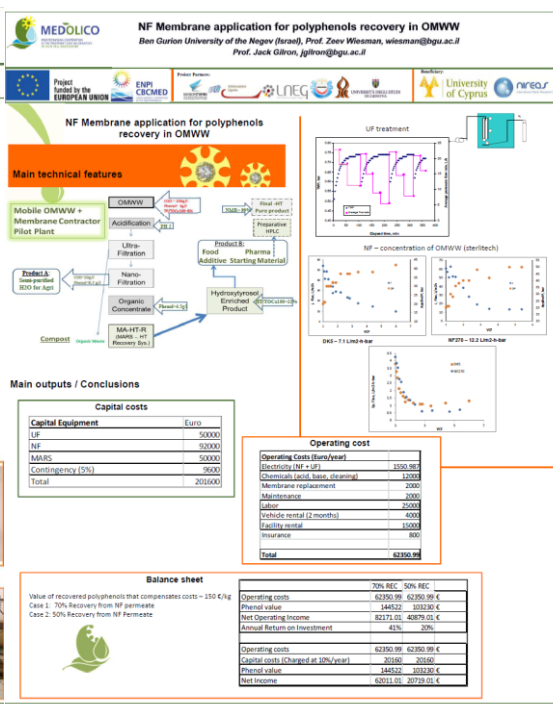
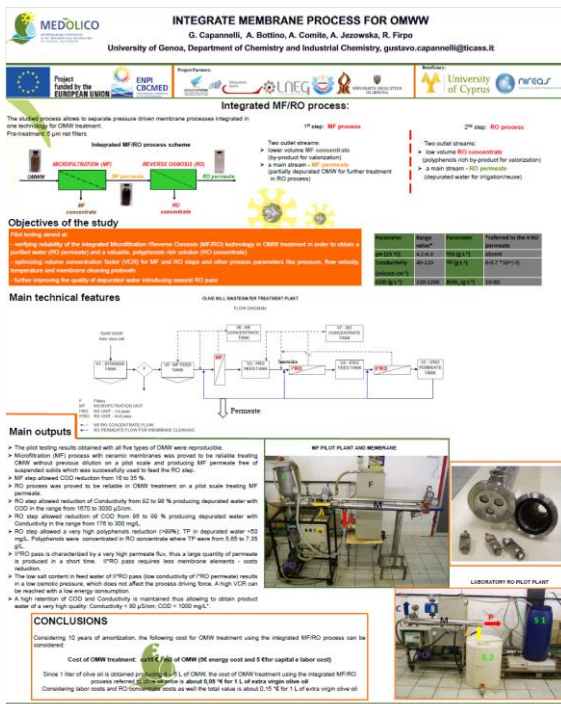
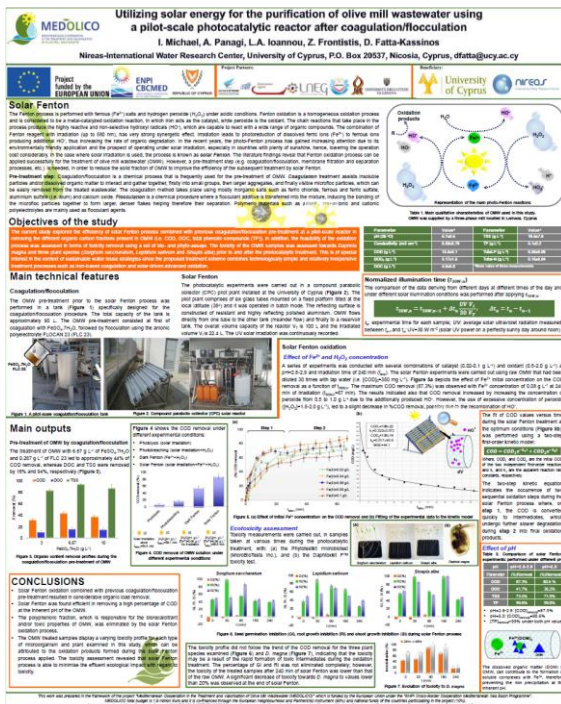


Fig. 7 – Medolico's posters

The MEDOLICO videos

As a final output of the project, Unioncamere Liguria has produced a graphical animation on MEDOLICO's objectives and achievements, whose aim is to illustrate in an easy and intuitive language the main outcomes of this interesting project.

The video has been produced in English and in Italian.

The English version has a global duration of 12 minutes and is available on all on-line information channels of the Project: the official website and the Facebook account.

In addition to them, the project beneficiary has set up a dedicated You Tube channel (https://www.youtube.com/channel/UCAH_i-8H143oGSemRGQhv-A),

where the video is displayed along with four ad hoc shorter videos, one per technology. Each video features each involved partner providing details about his technology and its outcomes.

A total of 120 visualization has been registered in less than one month.

The MEDOLICO video has also been promoted by the ENPICBC MED JTS and is available on the programme's official website, in the dedicated section (<http://www.enpicbcmmed.eu/communication/video>).

1.3 Stakeholders involvement

Unioncamere Liguria, in its capacity as coordinator of this Work Package, proposed to all project's partners the identification of a list of relevant stakeholders per region and Country involved, whom to address to spread knowledge about MEDOLICO's activities and achievements.

The list includes the following stakeholders categories: Public Authorities, both at regional and national level; regional and national professional associations; research centres; economic and social organizations.

Each partner then came up with a comprehensive tool capable of allowing a quick and effective communication when organizing events, technical meetings and disseminating information.

The list globally features 242 stakeholders.

1.4 Media involvement

A similar list to the one described in the precedent paragraph has also been drawn for media players in all partners' regions and Countries.

This task has been accomplished to allow partners to have a reliable tool when organizing raising awareness initiatives at local level to reach those media actors who could maximize the dissemination of information about the project's activities.

The list globally features 55 media players.

This kind of actors has been mobilized across partners' regions by means of press conferences and other raising awareness events (for these events more information are provided in the following paragraph).

At least one press conference per partner region has been organized at the beginning of MEDOLICO's implementation.

1.5 Raising awareness activities

MEDOLICO's partners have deployed a lot of efforts in the organization of several events to the extent of attracting project's stakeholders and beneficiaries towards their activities.

The key message conceived in all this type of actions has always referred to the opportunities investigated and offered by analysed technologies to reduce OMW environmental footprint and to exploit and valorise their compounds.

A total of 18 events have been organized: 6 in Italy/Liguria region; 2 in Cyprus; 3 in Israel; 5 in Jordan; 2 in Portugal.

Globally, more than 700 participants took part to these events.

Some of these events took place at International Exhibitions or Conferences, thus contributing to increase further the project's visibility: this was the case for the OLIVEBIOTECH 2014 Conference (Amman, Jordan - November 2014); OLIOLIVA (Imperia, Italy - November 2014 and November 2012); International Workshop of the International Association for Agro - Mediterranean Wastes – IAMAW (Santarem, Portugal – June 2012).

Partners from Jordan and Cyprus attended a regional conference on EU funded projects on water resources, organized in Amman-Jordan, in October 2013.

MEDOLICO was also presented by Jordanian partners in two international conferences: one in Sharm AL Sheick - Egypt in December 2014 (200 participants) and another one in Athens in May 2015 (300 participants). Partners of University of Genoa took part at EUROMED 2015 - Desalination for Clean Water and Energy, Cooperation among Mediterranean Countries of Europe and the MENA Region – an international conference organized on 10–14 May 2015, in Palermo, Italy, with a presentation on “Treatment of olive mill wastewater through integrated pressure driven membrane processes”.

In addition to these events, directly managed and organized by MEDOLICO’s partners, the Project has gained a great visibility thanks to some important international conferences organized by the funding Programme’s Managing Authority and by the European Commission itself.

For what it concerns the first, MEDOLICO’s beneficiary was invited to present the project as a best practice in the ENPI CBC MED Mid Term Conference in Rome in July 2012.

On 12th December 2014 in Rome, MEDOLICO’s beneficiary was again invited to deliver a speech during the thematic session on Programme’s priority 2, “Environmental sustainability” at NEXT MED Conference, attended by more than 500 participants.

Coming to the initiatives directly managed by the European Commission, MEDOLICO project was mentioned by Commissioner Stefan Fule in his speech at the European Cooperation Days, hold in September 2013. During his speech the Commissioner stressed the added value of MEDOLICO project to help overcome environmental problems caused by OMW and valorize their by-products.

Once more, MEDOLICO project was mentioned as a case study by Commissioner Johannes Hahn during his intervention at the NEXT MED Conference hold in Brussels on 28th May 2015. The project was cited as an effort to identify valuable solutions to tackle one of the most sensitive issues in the Mediterranean basin, as defined by the Commissioner, which is waste treatment.

As a result of the above raising-awareness events, MEDOLICO project gained visibility in very relevant magazines and TV channels:

- Arabic Daily Newspaper “Al Ghad”, May 20th, 2013
- Arabic Daily Newspaper “Al Ghad”, November 27th, 2012
- Arabic “Talabah News” Electronic Newspaper November 26th, 2012
- Arabic “Al-Yarmouk News” November 27th, 2012
- Arabic Daily Newspaper “Al Dostoor” , January 12th, 2012
- Italian monthly magazine “L’Imbottigliamento”, March 2013
- Italian Daily Newspaper “Il Sole 24Ore”, November 2014
- BBC Broadcasting film on MEDOLICO Project in Jordan, January 11th, 2014
- Jordanian Main Official Channel, November 13th, 2014

In addition to this wide set of raising awareness activities, MEDOLICO’s partners produced a varied series of technical and scientific publications.

International scientific periodicals with peer-review

1. Evaluation of phytotoxicity effect of olive mill wastewater treated by different technologies on seed germination of barley (*Hordeum vulgare* L.). *Environ. Sci Pollut Res* 2015. DOI 10.1007/s11356-014-4004-3
2. Olive mill wastewater treated by different technologies: soil quality and plant growth. Under Review. *Agricultural Water Management*
3. Dilution of olive mill wastewater eliminates its phytotoxicity and enhances plant growth and soil fertility. Under Review. *Desalination and Water Treatment*.
4. Salgado V, Baeta-Hall L, Fonseca C, Eusébio A, “Isolation of lipase-producing yeasts from olive mill wastewater”, (in preparation).
5. Salgado V, Ribeiro B, Lopes Silva T, Roseiro JC, Eusébio A, “Evaluation and optimization of lipase production by *Magnusiomyces capitatus* in OMW”, (in preparation).
6. I. Michael, A. Panagi, L.A. Ioannou, Z. Frontistis, D. Fatta-Kassinou, D., "Utilizing solar energy for the purification of olive mill wastewater using a pilot-scale photocatalytic reactor after coagulation-flocculation", *Water Research*, 2014, 60, 28-40.

7. L. Ioannou-Ttofa, I. Michael-Kordatou, S. Fattas, A. Eusebio, B. Ribeiro, M. Rusan, Z. Wiesman, A.R.B. Amer, S. Zuraiqi, J. Gilron, C. Linder, D. Fatta-Kassinou, "Assessment and comparison of the treatment efficiency and economic feasibility of membrane filtration and separation processes, biological processes and advanced oxidation processes for the purification and valorization of olive mill wastewater", (in preparation).

Conference proceedings

- Ribeiro B, Torrado I, Baeta-Hall L, Amer A, Zuraiqi S, Bashabsheh M, Rusan M, Eusébio A (2014) Performance of Jet-Loop reactors with ultrafiltration membrane system (JACTO.MBR) for olive mill wastewaters biotreatment. *In Proceedings of Olivebioteq 2014, International Conference for Olive Tree and Olive Products*. 3-6 November 2014, Amann, Jordan. p.173
- I. Michael, A. Panagi, L.A. Ioannou, Z. Frontistis, D. Fatta-Kassinou, 2014. Combining coagulation/flocculation and solar Fenton oxidation at a pilot scale for the purification of olive mill wastewater. International conference for olive tree and olive products (OLIVEBIOTEQ), Amman, Jordan, 3-6 November 2014.
- Salgado V, Lopes Silva T, Roseiro JC, Passarinho P, Oliveira C, Fonseca C, Baeta-Hall L, Eusébio A (2014) O16-Isolation of lipase-producing yeasts from olive mill wastewater. *In Book of abstracts of XX Jornadas de Biologia de "Professor Nicolau van Uden*. Lisbon, Portugal. p.26-27
- Lageiro MM, Eusébio A, Mateus M, Duarte JC (2012) O22-Winery effluent treatment with a jet-loop bioreactor: from lab to the winery. *In Book of Abstracts of IAMAW 1st International Workshop - Valorization of Mediterranean Biowastes and Effluents*. 5-6 June, Santarém, Portugal. p.29
- Baeta-Hall L, Eusébio A, Ribeiro B, Gonçalves M, Chaves S, Sàágua MC, Duarte LC, Tenreiro R, Almeida-Vara E, Marques IP, Duarte JC (2012) P11-Portuguese olive oil wastewaters: looking for a unifying model. *In Book of Abstracts of IAMAW 1st International Workshop - Valorization of Mediterranean Biowastes and Effluents*. 5-6 June, Santarém, Portugal. p.45
- Bottino A., Capannelli G., Comite A., Firpo R., Jezowska A., "Treatment of olive mill wastewater through integrated pressure driven membrane processes", EUROMED

2015 - Desalination for Clean Water and Energy, Cooperation among Mediterranean Countries of Europe and the MENA Region, 10–14 May 2015, Palermo, Italy: p. 20

Bottino A., Capannelli G., Jezowska A., Comite A., Firpo R., Costa C., Ferrari F., “Integrated, Pressure Driven Membrane Processes for Olive Mill Wastewater Treatment”, New Horizons for Desalination, Santa Margherita, Italy – May 17-19, 2015.

1.6 Conclusions

Project partners have engaged themselves to make Medolico Project well known amongst local stakeholders and target groups.

The efforts done in this Work Package have been rewarded by several acknowledgements both at regional and transnational level, as the mentions made by two European Commissioners witness.

Partners have been able to draw attention from their local Public Administration to the issue of the environmental footprint of olive mills and to confront with them and with the olive millers on their identified solutions.

These technologies represent a valuable starting point for further improvements and, being representatives of the scientific and business communities, partners will continue working on this issue. This will help promoting the project's results, thus ensuring the project the sustainability it deserves.