

CLEANSTONE

WP 2, WP 3 and WP 4

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1. Overview of WP2: Communication

WP2: Communication

(Comunicazione/Kommunikation)

Timeframe:

November 2020 – October 2021

WP2 leading partner:
Confartigianato Vicenza

WP2 includes two activities:

1. To prepare the project's communication plan

2. To prepare all tools for communication and events: project's logo, website, promotional material (leaflets, flyers, posters), media relations, dissemination events (seminars, workshops for specialists, public conferences)

Target groups:

- SMEs and supporting organizations involved in the stones extraction;*
- Universities and reserch institutes;*
- Local, regional and national public authorities;*
- General public.*

SMEs will be addressed

- *by providing them with data on the efficiency and effectiveness of proposed practices and technologies,*
- *by highlighting the economic advantages deriving from the adoption of those latest technologies.*

Universities and research institutes will be addressed through an accurate description of the achieved results, including reliable data and peer reviewed scientific publications.

Public authorities' awareness of pollution will increase thanks to a critical mass, including regional press and development agencies, where the stone industry is an important economic driver.

Outputs:

1. Wide communication of the project's results
2. Increased awareness of the environmental damage resulting from stone extraction

Milestones:

2.1 Communication plan

The communication plan's first draft will be completed within 6 months from the starting date of the project and periodically reviewed according to further needs.

Deadline: April 2020

2.2 Logo and visual identity

The visual identity will make the project instantly recognizable and will be used both for internal and external communication.

Deadline: December 2019

Milestones:

2.3 Project's website

The website will show the main characteristics of the project, the partnership, the ongoing activities as well as the implemented ones.

Deadline: June 2020

2.4 Promotional and information material

Specific communication tools will be used to promote the project both among partners (articles, posters) and externally (leaflets, flyers).

Deadline: June 2020

Milestones:

2.5 Project's final conference

The conference will be the project's final event and will publically disseminate the achieved results. It will promote their durability and create the conditions for future collaboration among the project partners and any other associated member.

Deadline: October 2021

Media and communication tools (all partners involved):

- *Online and offline media:*
 - *What contacts and collaborations do your organisations have?*
 - *Which communication tools do you normally use?*
 - *Which social networks do you use as organisations to communicate with your stakeholders?*

- *Organisation of events:*
 - *What communication tools do you envisage you will need to communicate the project deliverables?*

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2. Overview of WP3:

Developing innovative guidelines to
reduce the environmental impact of the
stone processing's waste materials

WP3

Timeframe:
January 2020 – June 2021

WP3 leading partner:
Università di Udine

Outputs:

1. Defined criteria to measure the environmental impact of the stone cutting/extraction, and protocols for the recovery of the resulting secondary raw materials;
2. A White Book including proposals to amend the current law regulating the disposal and reuse of stone processing waste.

Role of Confartigianato Vicenza

- *To conduct an in-depth analysis of the Italian legislation in terms of quarries waste materials;*
- *To support the draft of the White Book. This will include all proposals to amend the current law on the disposal of products resulting from the processing of stone materials.*

Milestones:

3.2 Analysis of the legislation concerning the treatment of stone processing waste in Austria and in Italy.

Deadline: December 2020

3.5 Environmental analysis of the cutting process of stone materials. All results deriving from both the environmental and legislative analysis will be included in an open-access document (white book). This will disseminate and promote the adoption of best practices solutions suggested throughout the project.

Deadline: June 2021

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3. Overview of WP4

Identifying and developing new best practices solutions for the recovery of processing waste as secondary raw materials

WP4

Timeframe:
April 2020 – October 2021

WP4 leading partner:
Università di Udine

Outputs:

1. Best practices solutions for the recovery of waste materials;
2. White book including guidelines to reduce the environmental impact of stone processing;
3. Dissemination through workshops promoting best practices and the valorization of materials as secondary materials.

Role of Confartigianato Vicenza

- *To coordinate the identification of recycling options according to their economic value.*

Confartigianato Vicenza will involve Italian stakeholders coming from the Programme area, through meetings with quarries and companies. All collected information and suggestions will be disseminated in order to make the stone sector more competitive, environmentally sustainable and less polluting.

Milestones:

4.4 Economic assessment and classification of recycling/reuse options

The best recycling options identified in milestone 4.3 will be analyzed and validated by all partners, in cooperation with the companies involved in the project, in order to make a comparative evaluation of the economic impact of each option.

Deadline: October 2021

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VICENZA

Grazie!
Danke!