D5.1. Communication, dissemination and exploitation plan

Deliverable 5.1

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Credits

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Contents

List of abbreviations

ACR+	Association of Cities and Regions for Sustainable Resource Management
CDW	Construction and demolition waste
COLLECTORS	waste COLLECTiOn systems assessed and good pRacticeS identified
LP	Lead Partner
LRA	Local and Regional Authority
PPW	Paper and Packaging Waste
PRO	Producer Responsibility Organisation
RWG	Regional Working Group
WEEE	Waste Electrical and Electronic Equipment
WP	Work Package

Context analysis

1.   Project overview

COLLECTORS is an EU-funded, Horizon 2020 project which aims to identify and highlight existing good practices of waste collection and sorting. It focuses on three waste streams: paper and packaging waste (PPW), waste electrical and electronic equipment (WEEE), and construction and demolition waste (CDW).

More specifically, the main objective of the COLLECTORS project is to harmonize and disclose available information on different waste collection systems; to gain better insight into the overall performance of systems; and to support decision-makers in shifting to better-performing systems. To reach this goal, COLLECTORS will create an inventory of waste collection practices, assess the performance of twelve case studies, and establish implementation guidelines and policy recommendations for decision-makers.

2.   Project partners

The COLLECTORS-consortium consists of nine partners with headquarters in four European countries (Belgium, Finland, Germany, and the Netherland). It has a geographical coverage of all EU Member States via local offices and member organisations. Partner logos and websites can be found at the very end of this document.

The project is coordinated by PNO Consultants and gathers two consultancies, three universities and research institutes, as well as four networks. The consortium has been designed in such a way that it covers the full innovation chain for waste collection systems (from fundamental research to the end-users). The presence of networks in the partnership means that the consortium is directly connected to more than 2000 local and regional governments spread across the European Union.

Consultancies	Research organisations	Networks
PNO Consultants	VTT Technical Research Centre of Finland Ltd.	ACR+
BiPRO GMBH	VITO	Zero Waste Europe
	Universiteit Leiden	WEEE Forum
		Eurocities
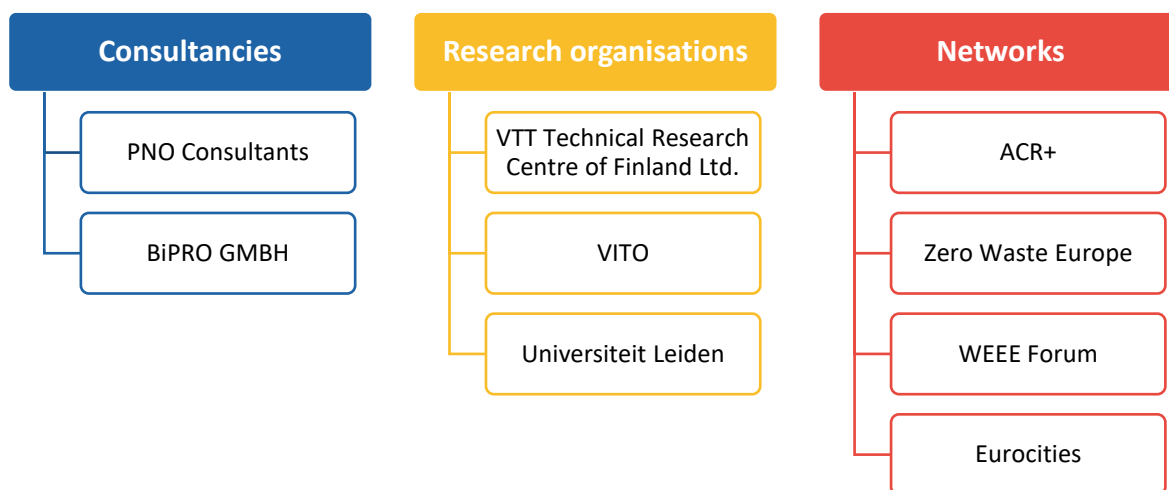
3. Work Package 5: Stakeholder involvement, communication, and dissemination

In order to ensure direct involvement of stakeholders as well as share project results with a broader community during and after the project, a distinct work package is dedicated to these activities within the COLLECTORS project. It has five objectives:

1. **Design a strategy** that allows for (i) optimal visibility and communication of the project objectives and activities, (ii) effective dissemination of information and knowledge generated by the project to relevant stakeholders, and (iii) sustainable exploitation of project results after the end of the project.
2. **Involve stakeholders** in verifying the project activities and results throughout the project.
3. **Design**, produce and undertake extensive **dissemination activities** according to the communication, dissemination and exploitation strategy.
4. **Synthesize and disclose the project results** via the establishment of a web-based information platform on waste collection systems.
5. **Build stakeholder capacity** on technical and operational aspects of waste collection.

4. Objectives

The COLLECTORS project will work with external stakeholders, relying on focus groups and capacity-building to ensure a participatory approach, to validate project activities and results, and to ensure the relevance of project outputs. The fact that COLLECTORS has a variety of target audiences makes it necessary to set up a comprehensive communication and dissemination strategy with efficient mechanisms and communication tools.

The main objective of the communication and dissemination strategy is to broadcast the project and its results to strengthen the overall impact of the project, more specifically:

- Stimulate the implementation of better-performing waste collection systems
- Engage and encourage the exchange of information and cooperation with stakeholders

This document constitutes the fourth version of the strategy. It will be regularly revised and updated during the lifespan of the project, when important public outputs are published or when the implementation phase is about to start, which impacts the organisation and targets of the strategy. The updates consist of highlighting new major deliverables addressing the project's main target audiences and proposing some approach for ensuring their proper dissemination.

Different updates were conducted after the proposition of the first version (February 2018):

- The first update (March 2018) adapted the document to the newly-adopted the visual identity (for this update, we requested the PO to reject the first version, he only did so in September 2018);

- The second update (September 2018) fine-tuned various part of the report, following the kick-off meeting where the upcoming activities of the projects were more clearly defined, and where partners could provide more feedback on communication and dissemination;

- The third update (September 2019) followed the publication of both the COLLECTORS webplatform and waste library. It also included a first proposition of approach for the upcoming third phase of the project, focusing on the implementation of the project's findings.

A fifth and final version of the strategy will be delivered on M31.

This plan was drafted to define the various **target audiences** to be reached, along with the **communication and dissemination instruments** (including the visual identity and communication toolkit) that will be implemented to reach them. The plan sets the framework to properly **execute and monitor** these activities over the course of the project. It also identifies potential **external events and networks** where the project and its outputs can be presented. Finally, it details a strategy for an **effective exploitation** after the project ends.

Targets

5.   Project outputs

COLLECTORS aims to encourage the uptake of good practices in waste collection systems. To support this goal, the project will have the following main outputs:

- Web-based **information platform** of waste collection practices
- Twelve **cases studies** with life-cycle and cost-benefit analyses
- **Implementation guidelines** for shifting to better-performing systems
- **Policy recommendations** on aligning the different policy levels involved
- Three **customised factsheets** on waste collection systems for ongoing and starting EU projects, detailing the COLLECTORS project and results.

One of the goals of this communication and dissemination strategy is to make these outputs available and known to target audiences, through various communication tools and activities, by highlighting their benefits and presenting them in a clear and concise manner.

6.   Identification of target audiences

Direct interaction with three stakeholder groups will be organized to allow them to provide detailed input and feedback throughout the project and to ensure a smooth collection of data. The stakeholder groups will consist of:

Citizens
- Input: societal acceptance of identified good practices
- Involvement: Focus Group

Local and regional authorities
- Input: policy, technical work, data and information
- Involvement: Regional Working Group (RWG)

Experts in the value chain
- Input: techno-economical and performance related information on the several waste collection systems
- Involvement: Advisory Board (specific experts along the value chain) and expert panels (coordinators of relevant projects).

These three stakeholder groups only represent a fraction of the COLLECTORS target audience, the ones who will provide input directly.

They are therefore the three main audience categories with which we will interact directly – as we will want to reach them, gather their input, and share project outputs. Addressing each of these three stakeholder groups will require a variety of communication strategies and tools.

However, many more stakeholders were identified as the global COLLECTORS target audience, and their organisations can be grouped in the following categories:

- Public sector at European and national level: EU institutions, national authorities
- Public sector at local and regional level: Local and Regional Authorities (LRAs), as well as organisations grouping LRAs, and public waste management companies
- Producer Responsibility Organisations (PROs)
- Private waste operators
- Industry
- Other private sector organisations: business federations, trade associations, non-profit, interest groups, and consultancies
- Research organisations (non- and for-profit)
- Standardisation/certification bodies
- Other

Many of these qualify as experts along the value chain, and partners of other European projects will come from all these categories. COLLECTORS partners were asked to identify specific stakeholders to determine the target audience, and 369 separate organisations were listed. A table listing the number of organisations per category can be found in Annex 1.

7. Potential users of COLLECTORS' outputs

Potential users are specific members of the target audience which COLLECTORS calculates will be able to directly benefit from the project outputs and actually use them.

Considering the aforementioned key outputs of the project, the following potential users were identified among the target audience:

- **Waste experts and technicians working for public authorities**: they are the primary target of the implementation guidelines and will learn from the factsheets on collection systems.
- **Local decision makers**: policy makers at local and regional level will be a key target of the implementation guidelines, but also of the policy recommendations, to a certain extent
- **EU institutions and national authorities**: the policy recommendations will be geared towards them
- **Waste operators, Producer Responsibility Organisations (PROs), consultancies, researchers, and partners of other EU projects**: these audiences will benefit from the web-based information platform, mostly, but also from the detailed analysis of the case studies and the factsheets on collection systems.

- **Research organisations and scientific community**: the factsheets on collection systems along with the web-based information platform will gather useful information for them.

8. How to reach target audience

Separate collection of waste is necessary to ensure optimal material recovery and regional and local implementation is crucial for achieving positive results. The **key messages** that COLLECTORS wishes to convey are the following:

There is a significant potential for improving waste prevention and recycling across Europe and to close the loop of material resources

Waste strategies are territorial approaches, having to take into consideration local contexts but also enabling the creation of local growth and jobs (both within the sector and, indirectly, in others) in order to develop a more circular economy

Waste recycling is a multi-stakeholder issue involving citizens, public authorities, producers and PROs, waste companies, and recyclers in an interdependent fashion:

- Favouring the involvement of citizens by taking into account the social acceptance of waste collection scheme is a key factor of success for waste strategies
- Public authorities have a key role to play for the generation of secondary raw materials
- Ensuring the collection and sorting of high quality materials is a key factor to ensure the proper recycling of the sorted streams which can be profitable to European industries and promote growth at local level. It also helps face the challenge of raw material scarcity in Europe

To improve their waste strategies, European territories sharing similar challenges must share their good practices. Replicating good practices is feasible, achievable, and beneficial, as it can result in improved performances

To convey these messages, COLLECTORS will rely on the outputs of several work packages (WP):

- *WP1 Inventory of waste collection systems*: WP1 will gather existing information on collection systems and **map the information in an online platform**. Scattered information will be available from one single access point.
- *WP2 Boundary conditions and solutions for implementation of waste collection systems*: WP2 will assess the **potential of the 12 selected case studies**. One of the aspects which will be studied is societal acceptance – this will be done in close consultation of citizens, through the organization of a **focus group** meeting.
- *WP3 Quantification of costs and benefits*: WP3 will evaluate the environmental, social, economic, and financial **performance of the 12 selected case studies**.
- *WP4 Guidelines for implementation and policy development*: WP4 will **formulate guidelines for successful implementation** to assist local and regional authorities and PROs in shifting

to better-performing waste collection systems. It will also propose policy recommendations on waste management framework conditions and alignment between different policy levels, targeting decision-makers at EU and national level.

Ensuring that the outputs are effectively communicated to the target audiences through relevant channels and in a concrete, adapted way will be crucial to ensure the replication of good practices in other territories.

It is important to adapt the communication activities and tools to the various target audiences, whose knowledge on waste collection systems and interests are very heterogeneous. The following table presents the main target audiences and the associated key messages and communication channels that can be used to promote the project's outcomes:

Table 1 Key message per target audience, along with the channel used to communicate it and potential information multipliers

Target audience	Key message	Communication channel	Platform/multiplier
Decision makers	Improving recycling enables the creation of local growth & jobs	Conferences & events Press releases	Regional Working Group (RWG) events
Waste experts and technicians working for public authorities	There is a significant potential for improving waste recycling across Europe and existing solutions to address specific local challenges	Conferences & events Press releases Webinars RWG dynamics Website and data platform	Associations of public authorities (EU/national) Regional authorities Specialist media
Producers & PROs	There is a significant potential for improving waste recycling across Europe and existing solutions to address specific local challenges	Conferences & events Webinars Website and data platform	European federations
Waste professionals (operators, consultants, …)	There is a significant potential for improving waste recycling across Europe and existing solutions to address specific local challenges	Conferences & events Participation in external events Webinars	Other EU projects Professional federations
Recycling sector	Municipal waste is a significant source of recycled materials. LRAs need guidance to optimise the value of their sorted materials by improving sorted quantities and quality and identifying relevant fractions to focus on.	Advisory board Conferences & events	Other EU projects
General public	Improving recycling enables the creation of local growth and jobs	Press releases & Articles Focus group meeting Social media Videos	Local non-profit organisations Mainstream media Public authorities
Scientific community	COLLECTORS aims to centralise and share information which is useful for them	Scientific papers Scientific seminars/congresses	

EU institutions	EU and national level can actually be effective as drivers for better performing waste collection throughout Europe	Final conference in Brussels	Other EU projects
National authorities		Conferences & events Press releases Webinars	

9. How to communicate

When disseminating project outputs, the message should follow four important communication principles:

Clear, simple, easy to understand
Summarise and use infographics, video, simplification, non-technical language to reach the widest audience possible

Tailored to the audience
Consider what the audience should learn about the project, check relevance

Acurate and reliable
Get partner approval for the content and activities to ensure the information is reliable and transparent

Coordinated with other projects
Cluster activities and coordinate with messages of other projects related to the same subject to enhance impact

Additionally, there are specific guidelines to follow for the use of illustrations in communication material. Partners should own the rights to photos or infographics. If not, free or public domain media can be used, i.e. media which is not under copyright protection. If partners cannot find such media that fits their needs, Creative Commons-licensed content can also be used, as long as this content is correctly attributed to its creator and otherwise complies with the terms of the license under which the image is offered. Full, or at least high-quality images should be sent to ACR+ as separate files, preferably in PNG or JPG formats.

10. Communication tools

10.1   Visual identity and templates

A consistent and recognisable visual identity is essential to a widespread and efficient dissemination of project results. The COLLECTORS visual identity will be used for all outputs and products to ensure a common look and feel.

It was developed in a way that will accommodate standard project identity elements, but adaptable to various uses. It aims to allow an immediate recognition and increased visibility of the COLLECTORS project thanks to standardised communication templates meant for external audiences.

The objectives of the visual identity are:

1. To develop a design structure that would accommodate standard project identity elements, a variable visual identity adaptable to various uses, and be able to convey thematic information when needed;
2. To ensure a consistent visual communication of all our deliverables by all project partners;
3. To allow an immediate recognition of the COLLECTORS project;
4. To develop specific guidelines and structures related to such templates such as a definite set of colours and/or typography. These guidelines should be applied to templates that are easy to adapt and understand to use by the project partners.

10.1.1 Logo

At the core of the visual identity lies the project logo (Figure 1). Its colours and design influence the look of all other communication tools. The logo is a visual reference point for the project and enables quick identification of all COLLECTORS-related materials.

The logo should be suitable for use on printed/non-printed/website materials and work across a wide range of media. Versatility of shape was taken into account so that different versions of the logo can be used: a vertical and horizontal variation, one with and without the full name of the project, as well as a grayscale/black and white version of the logo. The various variations of the logo and recommendations for its use are presented in the project visual identity guidelines, made available to all project partners.

Figure 1 Collectors logo, colour version with the full name of the project

A building skyline reflects that COLLECTORS focuses primarily on municipal waste at territorial level (local and regional). The two arrows forming a circle indicate the aim to increase material recovery, the recycling of waste in order to close the loop. The logo includes three colours, to represent the three waste streams. There is no convention regarding the colour to associate to a specific waste stream – packaging is often sorted into yellow or blue bins, CDW is rarely associated with a colour, although grey can represent the colour of mineral waste, and WEEE bins come in every colour possible, including red or dark orange. Therefore the logic here is to show that COLLECTORS will

focus on three, not necessarily to associate a specific colour to each one. Partners are welcome to interpret the logo in their own way, and use it as a starting point in explaining the project.

10.1.2 Templates

A set of templates for presentations, reports, and press releases was developed using the project's visual identity. The look and feel aims to be clean, uncluttered, simple, and elegant, yet respecting the visual identity in terms of logo use, typography, colours, and displaying of EU funding.

10.2   Promotional material

A leaflet and roll-up banners are being designed by the graphic designer in charge of the logo, to ensure consistency, and will be issued by M4. They will be designed according to the general visual identity. Their content will be drafted so that the key messages are delivered in an effective way and taking into account the audience targeted. The leaflet will present the project in a clear, concise, and visually appealing way. It will feature key information such as the general objectives, main outputs, the overall timeline, and project partners – and of course, information on EU funding. The roll-up banner will have more limited information: project logo and name, an illustration or a catchphrase, project partners, and information on EU funding.

Once designed, the promotional material will be made available to partners, but also to the general public via the project website. The brochure will be **created in English then translated into 5 languages (Dutch, Finnish, French, German, Italian)** by partners, to ensure an optimal dissemination among local stakeholders. At a later stage, communication materials and certain outputs will be translated into specific languages (for example Greek and Polish, for the organisation of events in Warsaw and Thessaloniki). The leaflet will be printed by each partner, to distribute when organising or attending events and meetings.

Partners will be asked to ensure the most sustainable approach to printing of all promotional materials: ensuring the roll-up banners are re-useable, possibly mutualising communication material among partners, assessing the printed quantities to avoid waste, and opting for the most sustainable solution: recycled or sustainably-sourced paper, vegetable-based inks, etc.

10.3   Website and Social networks

A specific website is being created for the project to allow stakeholders to be informed on the project's development. It will include general information on the project, news, events, and publications. A first (basic) version of the website will be launched by Month 4 in order to ensure quick communication at the start of the project – the key outline can be found in Annex 2. The website will be further developed during the project and the web-based platform will be integrated (Task 5.4). To ease the involvement of the Regional Working Group (RWG) members and inform them on the project's progress, an extranet will be set up. The extranet will enable users to share work documents, gather comments and feedback, present the timeline of the project and organise

RWG meetings. It will also be used to centralise the communication between the project's consortium and the RWG, and to allow its different members to interconnect.

A specialist website developer was sub-contracted for website design, development, hosting, maintenance and integration of the information platform. The website will enable visitors to register to the newsletter, as well as to the RWG and expert panels.

The **website content will be provided by all partners** throughout the duration of the project. The relevant tasks leaders will be involved in drafting the technical parts in relation with the tasks and deliverables they are in charge of. ACR+ will centralise the content, have it validated by the project's coordinator and ensure the input of the content in the website.

> The website will be available in English at the address www.collectors2020.eu as of March 2018. Updates will be done at least 4 times a year and according to the tasks achieved by the project. The aim is to reach 3000 unique visitors, which will be verified by using Google Analytics. To ensure the website reflects the project's activities, it is important that it becomes a living space. Partners will be invited to share news that will be presented on the project's home page.

The partnership will also take advantage of **social networks**, especially when attending events and presenting the projects in external contexts. Social networks will be used for the dissemination of the project to inform about its objectives, evolution, and results, as well as to present interesting facts and figures and updates from the project partners within the framework of COLLECTORS. The partners will ensure the dissemination of the project activities in the different social media where they are active, such as LinkedIn, Twitter, Facebook, YouTube, Instagram, and others. Each partner will be invited to disseminate the project's outcomes using its usual networks in order to reach its local stakeholders. Partners will be invited to share with their internal communication team all the information regarding COLLECTORS' online dissemination (website, social media…) so that COLLECTORS can multiply its online presence.

Additionally, **project-specific accounts** will be set up for COLLECTORS, in time to coincide with the kick-off meeting. For this, we will focus on two social networks:

- **Twitter**: the account of a former, relevant EU project will be converted into the COLLECTORS account. Indeed, the Regions for Recycling project had similar objectives and has an account with 507 followers, which could do well with a revival. The username and handle will be changed from @R4_Recycling to **@EU_COLLECTORS**.
- **LinkedIn**: a COLLECTORS page will be established and maintained up to date in parallel to the Twitter account and the project website. The aim is to reach an audience of 1000 by this media.

The online activities will contribute to a further awareness of collection potential. The up-to-date and easily accessible information on the project's results will provide insight into best practices and performance data.

10.3.1 Web-based information platform

Integrated results from WP1, WP2, and WP3 will be included and reported in a web-based platform in a corresponding and comparable manner. Through the platform, authorities/end users will be able to get information on relevant waste collection systems. Relevance of the collection systems will be defined according to pre-defined criteria and specific input data entered by the user (such as information on local characteristics and preferred selection criteria).

The design and layout of the platform will be discussed with the Regional Working Group whose members will be invited to test draft version to provide feedback. The platform will be presented during stakeholder capacity building events and during the web training. The platform will be integrated in the COLLECTORS-website and will be made available first at M11 with information from WP1. Updated versions of the platform are foreseen at the end of WP3 and at the end of WP4. Throughout and after the project the website will be further developed, maintained and exploited.

10.4   Newsletter, press releases, and articles

To ensure an effective dissemination of the project's activities and outputs, ACR+ will coordinate the dissemination of **bi-annual newsletters** (5 in total). The newsletter will present news from the project, its partners and members of the various boards as well as latest publication and upcoming events.

Partners must participate in the elaboration of the newsletter by providing news regarding their activity in the project, short updates on the project, main results, events to come, other relevant activities, as well as pictures. One picture should be chosen for each article and sent along with the news (as a separate file) to ACR+ during the drafting phase of the newsletter.

The newsletters will be written in English but ACR+ can provide the HTML code if partners wish to also send it in their language. They will be sent out to participants, stakeholders, other EU projects, and people who subscribe online.

Additionally, **five press releases** will be issued by the members of the consortium to promote events and relevant deliverables to local and national media. Press release can expand the scope of dissemination to other actors and media and so that articles on the project are drafted, both in technical and non-technical media.

They have to be presented in a specific format and content (date, attractive headline, clear and strong first paragraph summarising the essential, other paragraphs to develop the issue, contact details for more information, logos, etc.). In order to ensure all these elements are included, a specific template will be included in the visual identity.

The language should be adapted to the audience and scale of dissemination: no jargon, be concrete (facts and people), case studies, English for European level, regional or national language for local and regional levels.

They should be sent to journalists at a European, national, regional, and/or local scale, depending on the content. It is important to keep a local angle in your press release in order to incite interest among the local news media, which are more interested in what is happening nearby rather than somewhere else in Europe (information about the European aspects are interesting to provide context or additional perspective).

Partners are free to decide when they want to issue their press releases. For partners organising dissemination events or actual implementation activities, it can be relevant to link these activities with the publication of a press release to attract media coverage. Before it is issued, the content has to be validated by the project coordinator. Once emitted, a copy has to be sent to ACR+ for the tracking and reporting of dissemination activities, along with the number of contacts it was sent to.

Partners compiled a list of external platforms which can act as information multipliers to disseminate press releases at a larger scale. The list is available in Annex 3.

To promote events and project's results as well as any news relevant to the project's activity, specific **articles** will be drafted and posted on the website. As soon as partners have relevant news, they must send an article to ACR+, preferably with an illustration.

Each partner will be actively involved in the media activity, taking advantage of their own communication channels and networks. ACR+, WEEE forum, ZWE, EUROCITIES and PNO's networks will be used to ensure a wide scope of dissemination. To amplify this audience, partners identified relevant media channels which they regularly use:

- **Newsletters**: weekly, monthly, and quarterly newsletters will share project news to partners' members, clients, stakeholders, and other subscribers
- **Social media**: a wide variety is used by partners and reaches external audiences, from the general public to specialised clients, media, and competitors
- **Websites & blogs**: partners will showcase the COLLECTORS project on their own website, with a dedicated presentation of the approach, insights on results, and a link to the COLLECTORS website.
- **Intranet and extranet**: several partners have an internal communication tool for news and information, both for their employees and a wider audience, such as their members or clients
- **Press releases**: several partners pitch stories to well established media contacts in relevant outlets, which allows them to reach wide external audiences
- **Scientific articles** in peer-reviewed journals: to reach scientists, waste experts from EU public authorities, and consultants as well as to validate their work, certain partners publish scientific articles

11.   Publications

In addition to the aforementioned communication materials, COLLECTORS will lead to the publication of several reports and outputs detailing the advances achieved by the project: these are called deliverables and are listed in Table 2. These reports will be drafted by the partners involved in the various tasks of the project and will be presented using COLLECTORS' templates and visual identity. Public reports will be available on the website and promoted in the newsletter. Depending on the topic of the report, a specific article could be drafted and sent to a list of targeted contacts (technical experts, public authorities, …). The task leader in charge of a report can also decide to issue a press release to communicate about the main outcomes and expand the scope of dissemination.

Executive summaries of each deliverable will be drafted by the task leader. These summaries will be used to present the main findings of the project and will be essential to ensure a large dissemination of the project's results.

The executive summaries will be drafted for public deliverables by the partner in charge of the deliverable. They will be published with the deliverables on the project's website, in its "library" section.

The task leader will make sure the summary is understandable for non-technical target audience and is written in a comprehensive way, with little to no mention of work packages, as this is an internal vocabulary, specific to the project. It will be presented at the beginning of the report and, if deemed relevant, will be published as a separate document to make it more accessible to a large target audience. As a general rule, executive summaries should be short (maximum 10% of the total number of pages of the full report, and ideally under 4 pages) and as visually appealing as possible, with concise text and useful illustrations or graphical representations.

Table 2 Public deliverables, by number, with title, lead partner (LP), due date, and suggested activity to disseminate results

#	Title	LP	Date	Suggested dissemination activity
D1.1	Key parameters for waste collection systems defined and validated	BiPRO	Mar-18	Promoted in newsletter 1 (NL1)
D1.2	Completed inventory database	BiPRO	Sep-18	NL2 + Press release
D1.3	Selection of 12 validated case studies	VTT	Sep-18	NL2
D2.1	Methodology report	VITO	Aug-18	NL2
D2.2	Report on boundary conditions for implementation	VITO	Dec-18	NL3
D2.3	Minutes of three focus group meetings	ZWE	Jul-19	Targeted mailing + Article after each
D2.4	Report on solutions for tackling systemic and technical boundary conditions	VITO	Jul-19	NL4
D2.5	Report on implemented solutions and key elements in selected cases for societal acceptance	ZWE	Jul-19	NL4
D3.1	Report of LCA meta-analysis and guidance document for LCA of waste collection systems	LDE	Jun-19	NL4
D3.2	Report on the economic and financial performance of waste collection systems	LDE	Jun-19	NL4
D3.3	Report of recommendations for improvement of single systems and optimum operation conditions	PNO	Jul-19	NL4 + Specific article
D3.4	Report on multiple criteria assessment of the studied waste collection systems and applicability of different methods for decision-support	VTT	Jan-20	NL5 + Specific article
D4.4	Report on generalized criteria to support decision-making	VTT	Mar-20	NL5
D4.5	Guidelines for successful implementation	ACR+	Jun-20	NL6 + Press release + Translation of the summary
D4.6	Policy recommendations & development needs related to the waste framework conditions	ACR+	Jun-20	NL6 + Press release
D5.1	Communication, dissemination and exploitation plan	ACR+	Feb-18	NL1
D5.2	Visual identity and communication materials	ACR+	Mar-18	NL1 + Increased social media promotion + Physical hand-outs
D5.3	First version of website on-line	ACR+	Mar-18	NL1 + Increased social media promotion + Link form partner's websites
D5.4	Collection of the minutes and report with conclusions of the working group meeting	ACR+	Jun-20	Targeted mailing + Article after each
D5.5	Collection of newsletters (1 per semester)	ACR+	Jun-20	Specific article and highlighted on website
D5.6	Webinar documents	ACR+	Jan-20	NL + Targeted mailing + Article after each
D6.1	Report with introduction on the identified EU-projects	PNO	Jun-20	NL6
D6.2	Three customized factsheet finalized	PNO	Jun-20	NL6 + Article

12. Web platform and waste library

The first phase of the project consisted in collecting and organising information and data allowing the documentation of local municipal waste management practices across Europe, in order to then select and analyse relevant case studies.

The consortium joined forces to do so, which resulted in the following outputs:

- The documentation of 242 waste collection systems;
- The identification of over 250 sources, including reports, local statistics, waste plans… providing information and data on local waste management practices and performances.

To make these outputs available in a user-friendly way, two online platforms were created and implemented in the COLLECTORS website in June 2019: the web platform, and the waste library.

12.1   COLLECTORS Web platform
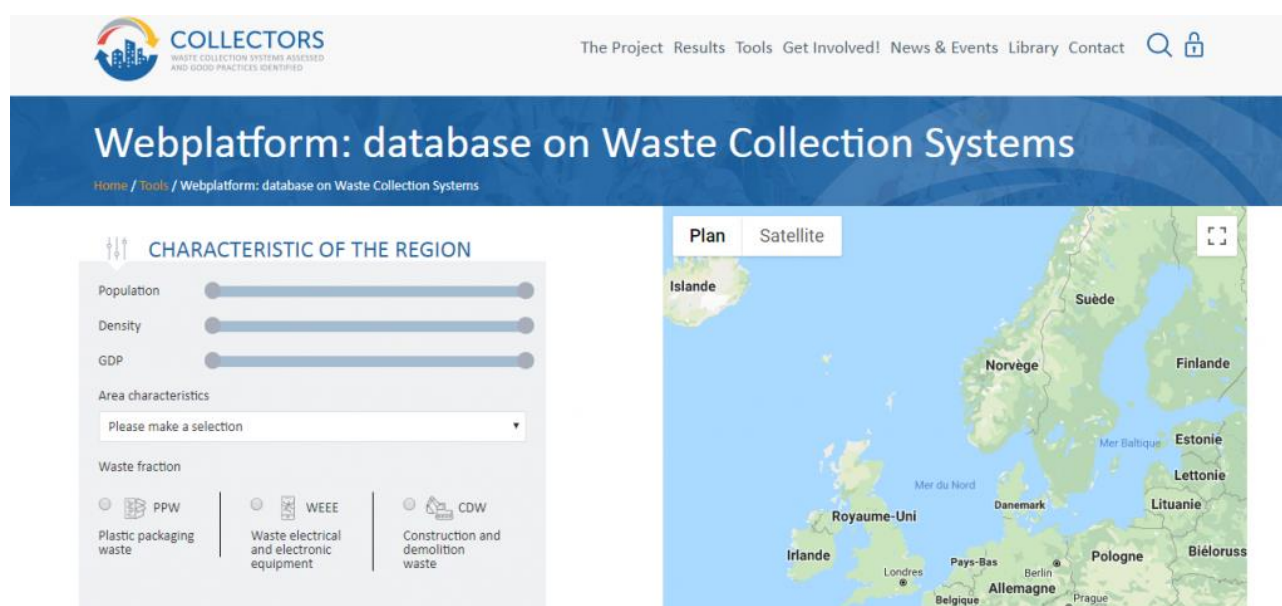
Figure 2: The interface of the COLLECTORS web platform.

The web platform includes the data collected by the consortium. It enables users to identify relevant territories and to consult their performance for the three waste fractions and along specific criteria. On it, users will also be able to find information on the organisation of selective collection, sorting performance and associated costs.

The platform is complete with information about the cities and regions where the systems are implemented. The premise behind its development is that places that have good waste collection systems can serve as examples for their counterparts that have similar local contexts (for example, are of a similar size, have similar population density or level of economic development). Covering 24 countries, the platform is the key deliverable of the first stage of the COLLECTORS project, a

phase that focuses specifically on inventorying data about waste collection systems. The factsheets it comprises contain information related to topics like the organisation of selective collection, sorting performance and associated costs.
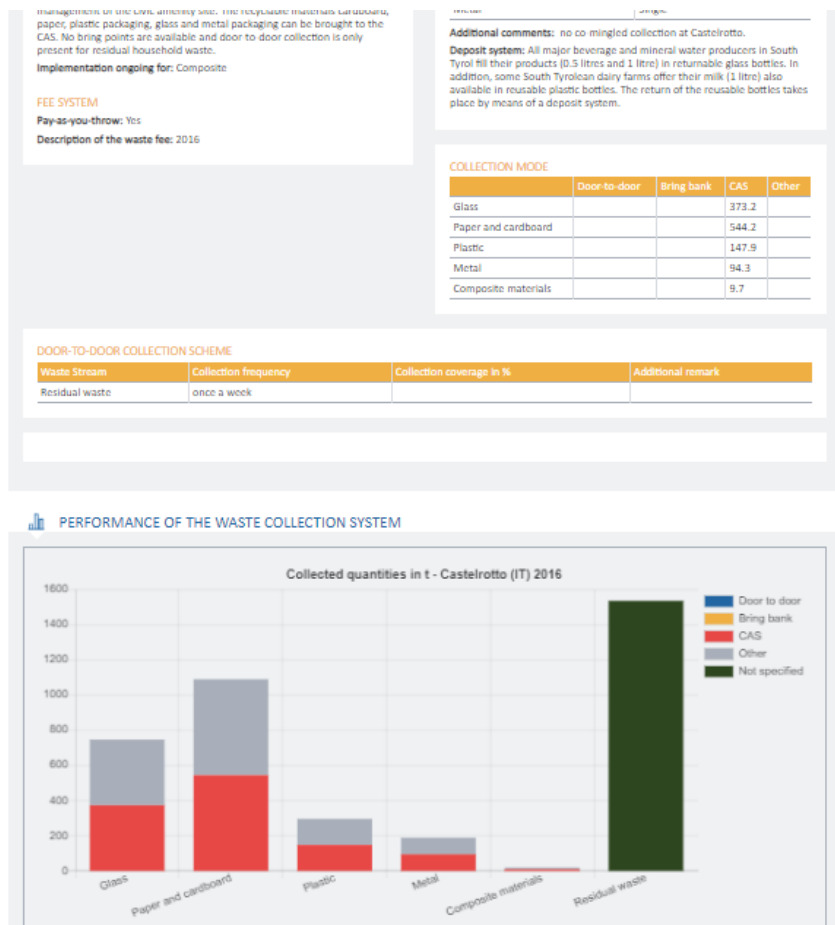
Figure 3: example of information presented in a factsheet

The web platform will be further developed and completed with more detailed information on specific case studies. Local authorities are able to get in touch with the project to report corrections or propose updates.

12.2   Waste Library

Figure 4: screenshot of the COLLECTORS waste library

The COLLECTORS waste library was set up to make available the different documents collected by the consortium during the first phase of the project, both for preparing the collection of data, and for documenting the case studies. The library lists various reports focusing on the different aspects of municipal waste management (regulation, organisation, statistics, environmental and social aspects, and costs), and covers 24 countries. Users have the possibility to access it from COLLECTORS website. Documents can be filtered according to various criteria: waste stream, searched information, country, and language in which the document in written.

This waste library represents a relevant source of information for public authorities, waste companies, and consultancies working on municipal waste management.

12.3 Promoting the webplatform and library

Both the webplatform and waste library are relevant outputs of the 1st phase of the project, that reflect both the work achieved by the project and its objective: to centralise relevant information on local municipal waste practices in an accessible, consistent format.

Both outputs can be relevant for the following target audience:

- Public authorities in charge of waste management, in order to identify comparable territories and perform comparisons;

- PRO in charge of PPW or WEEE, to identify well-performing territories and compare performances in specific contexts;

- Researchers and consultancies, in order to access various information and actual local data on municipal waste practices.

To promote the webplatform and waste library, several elements can be highlighted:

- The amount of information:

  - The webplatform documents 242 waste collection systems in a consistent way, covering many different types of territories in 24 Member States;

  - The waste library includes 250 documents covering 24 Member States and focusing on qualitative and quantitative information regarding local waste management practices across Europe;

- The user-friendliness: both platforms are accessible for free on the COLLECTORS website, without any registration. They both propose filters to ensure that the user can access the information required.

- The possible use: besides the relevancy for further studies on waste management, they allow to access information focusing on potential, specific interests: comparable data on waste management in specific areas (e.g. island, touristic areas, dense cities), identification of best performing systems, identification of systems with relevant information on costs, or quality of sorted materials, etc.

It is recommended to mention them during any COLLECTORS presentation, as it gives a concrete illustration of the work of the consortium.

Between its launch in June 2019 and the beginning of September, the webplatform was viewed about 800 times, and the waste library more than 200 times.

13. Events

Events are an important part of the dissemination strategy. As speakers, members of the consortium can directly present the project's outcomes to relevant target audiences. Events are also an opportunity to develop effective training sessions, gather feedback and external views on the project's advances through round tables and workshops… They are an excellent way of drawing a larger attention on the project, for example by inviting journalists or local decision makers to press conferences.

13.1 COLLECTORS events
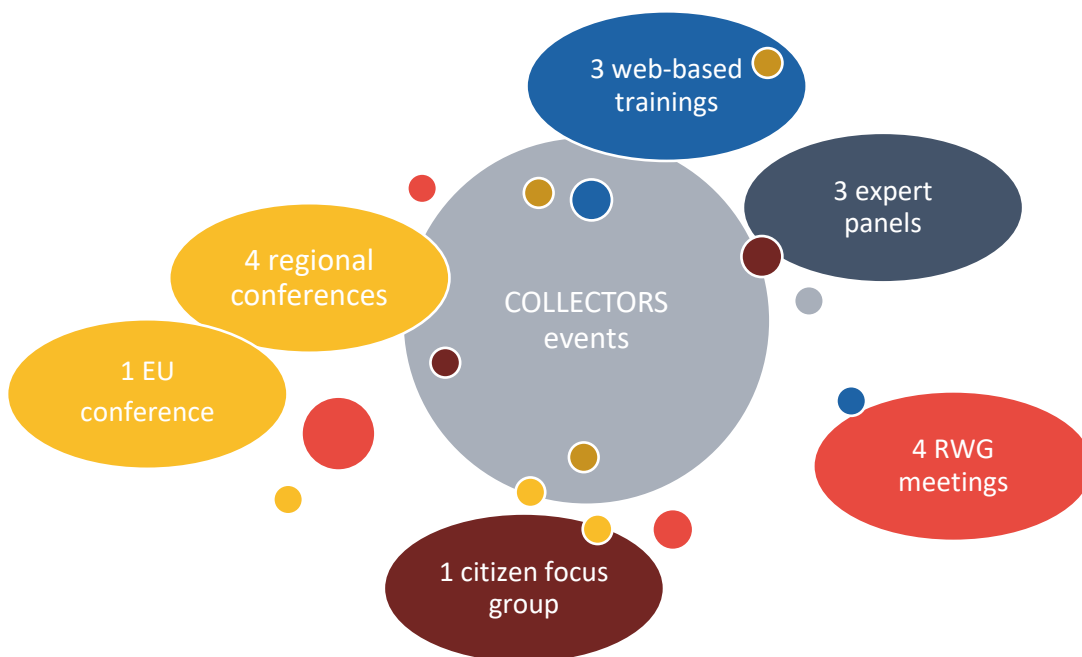
Five conferences organised by COLLECTORS partners are foreseen over the course of the project, as presented in Table 3. Four events will be at regional level, combined with Regional Working Group (RWG) meetings. The fifth, final conference will be organised in Brussels to target EU-level audiences. The events will include different types of workshops and sessions, and aim to bring together partners, experts, and local decision makers. The aim of these events is to increase stakeholder capacity on technical and operational aspects of waste collection. The goal is it to reach around 300 decision makers responsible for waste collection via local events (75 per event).

Table 3 Timing and location of the COLLECTORS conferences, with the topics of linked RWG meetings

Month	Location	RWG Meeting topic
4	Treviso	Subtask 1.1.1 – key parameters for waste collection
10	Malta	Subtask 1.3.2 – Choice of the 12 case studies
20	Warsaw	Task 3.3 – MCDM process
26	Thessaloniki	Task 4.2 – finalization of MCDM process & policy recommendations
31	Brussels	/

These capacity building events will take advantage of the RWG members invited to the meetings, which will be invited as speakers for the conference. The events will also be useful to attract more participants and allow to present and train local stakeholders with the project's outputs. The issues addressed during these events will be decided along with the hosting territory so that they are in line with their local specificities and challenges. Practical workshops to test the methods and tools developed during the project will be organised so that they address local authorities' needs. Meetings will especially target territories where the room for improvement is significant (e.g. southern and eastern Europe), ensuring the methods developed are suitable for these territories and providing input for their local strategies.

Within the context of the regional conferences, meetings are organized for the regional working group (RWG); citizen focus groups (WP2) and expert panels (WP6).

The four **RWG** meetings will provide feedback on the ongoing project activities and a local capacity building event targeting local stakeholder and aiming at addressing local challenges through roundtables bringing together local experts and members of the RWG. Meetings will be attended by up to 10 members of the RWG for whom travel and accommodation costs will be covered, as well as local and regional stakeholders from where the meeting is held (30 participants in total).

A citizen **Focus Group** will help assess societal acceptance of collection systems. This dialogue with local citizens and communities (10-15 participants) will follow the Voices for Innovation approach. An advantage of this method is that participants can respond to and build on the views expressed by the other participants. The involvement of citizens will be organized in consultation with the members of the RWG and held in parallel to their meeting in Warsaw (M20). The goal of the meeting is to gain insight into challenges and solutions of implementation of identified waste collection practices from a citizen's perspective and how the implemented approach can be valuable for other regions, locations, and producer responsibility organisations.

The **expert panels** will gather coordinators of relevant EU projects and other relevant experts. They will discuss innovative approaches to waste collection systems. There will be three meetings of around 10 participants, which will also be organised in parallel with regional conferences.

A one-day final conference in Brussels will be co-organised by ACR+ and EUROCITIES, targeting primarily representatives from the EU institutions (around 100 participants) to present the final conclusions drawn by the project, policy recommendations, good practices identified, current challenges faced by public authorities, as well as the various actors of the value chain. The consortium will also present recommendations regarding suitable regional/national frameworks allowing high performances at local level.

Finally, 3 **web-based training sessions** (webinars) will be organised by ACR+ at the end of the project to present both the tool and several relevant case studies, targeting mainly public authorities.

These webinars will be advertised via the project's communication channels and also through the partner networks (ACR+, Zero Waste Europe, WEEE Forum, Eurocities).

13.2   External events

Partners will take advantage of technical workshops, seminars and conferences organized in Europe on related topics to promote the COLLECTORS project. The targeted actions include events and campaigns organised by various EU bodies (DG Environment's Green Week, Committee of Region's Open Days and other thematic events), certain consortium partners' networks, events organised within other European projects' frameworks, etc.

A draft and tentative list of identified events, which are considered to be interesting to participate in, is included in Annex 4. It was compiled by the partners and will be updated throughout the project duration. Each partner will be responsible to identify events (conferences, workshops, seminars, etc.) where stakeholders' attendance is expected and add it to a file shared on the extranet. All events will be inserted including the type, date, location, and attendance.

When partners take an active role at an event (as a speaker, for example), this could be **promoted beforehand on the project website**, providing the partners inform ACR+ as soon as they have the information. When there are interesting messages to communicate following the event, a **brief article** might also be posted on the website.

After attending an external event, partners will be asked to complete a short "**attendance report**" to outline the conference and explain how the project was disseminated. The attendance reports will be essential to monitor the project's dissemination as well as for reporting purpose.

13.3   Other types of events

In addition to COLLECTORS and external events, partners are invited to organise their own events to promote the project. Such activities can be internal meeting targeting the partner's internal staff, or local conferences targeting local stakeholders. If doing so, partners have to notify and provide feedback to ACR+ for the monitoring of communication activities.

13.4   Environmental   impact   of   events   and conferences

The events organised by project partners within the framework of COLLECTORS should carry the message and objective we want to communicate through all the communication activities – the need for waste prevention and better waste management. Therefore, the partners will be asked to pay special attention to maintain the low environmental impact of their events through several potential measures. Suggestions and elaborated guidelines were previously developed by the "Regions for Recycling" project and can be found here.

IMPLEMENTATION PHASE

The implementation phase is the last step of the COLLECTORS project, where all the outcomes and findings of the projects are cross-analysed and summarised in several deliverables so that the target audiences of the project can benefit from them.

14. General considerations

14.1 Objectives of the COLLECTORS project

The overall objective of the COLLECTORS project is to contribute to the improvement of municipal waste management across Europe. This can be summarised in two sub-objectives:

- Improve the recycling of municipal waste:
    - In territories lagging behind, i.e. with lower performances and failing to achieve the European targets;
    - In territories facing specific challenges (e.g. high tourism intensity, high density, little resources, etc.).
- Improve the contribution of municipal waste management to the circular economy, by:
    - Improving the quality of sorted materials;
    - Helping waste players to shift toward market-oriented strategies.

To address these challenges, the project will capitalise on its added values, namely:

- Its extensive database, and analyses of boundary conditions for successful waste collection systems;
- It market pull approach and work to bring the gap between the supply side (waste collection system) and use side (recyclers);
- Its work to highlight the impact and consequences of improving waste collection (on cost, environment, and social acceptance).

14.2 Main target audiences

As described in the earliest part of the report, the COLLECTORS project targets mainly two categories of targets:

- **The operational level of municipal waste collection**, i.e. local authorities and extended producer responsibility organisations, in charge of collecting, sorting, and sending waste streams to be recycled. This includes both decision makers and waste experts. In particular, the project aims to help territories lagging behind, but also any territory that wishes to move toward a circular economy-oriented waste strategy;

- **The policy makers** at European and national levels, who set the framework in which waste authorities and companies organise collection and sorting systems.

14.3   Main messages

To convince the aforementioned players to improve the current situations, the COLLECTORS project needs to set relevant messages that will allow the shift toward better-performing waste collection systems. The main messages are set as:

- Improving waste collection system is feasible: it can be achieved while keeping reasonable costs to be borne by inhabitants and waste producers, and in a way that ensures societal acceptance;

- Improving waste collection systems is beneficial for the environment, and can generate economic growth and job creation;

- Improving waste collection systems should be made possible (and even profitable) for local players: national authorities and EPR systems must ensure that the general legal and economic framework makes high performances and quality recycling not only possible, but also preferable to disposal and incineration;

- There are some practical examples supporting these messages: to be convincing, these messages must be illustrated by concrete examples that serve as good practices explaining the concrete implications of improving waste collection, and how to overcome the potential challenges.

To summarise, the COLLECTORS approach for the implementation phase is presented in the figure below:
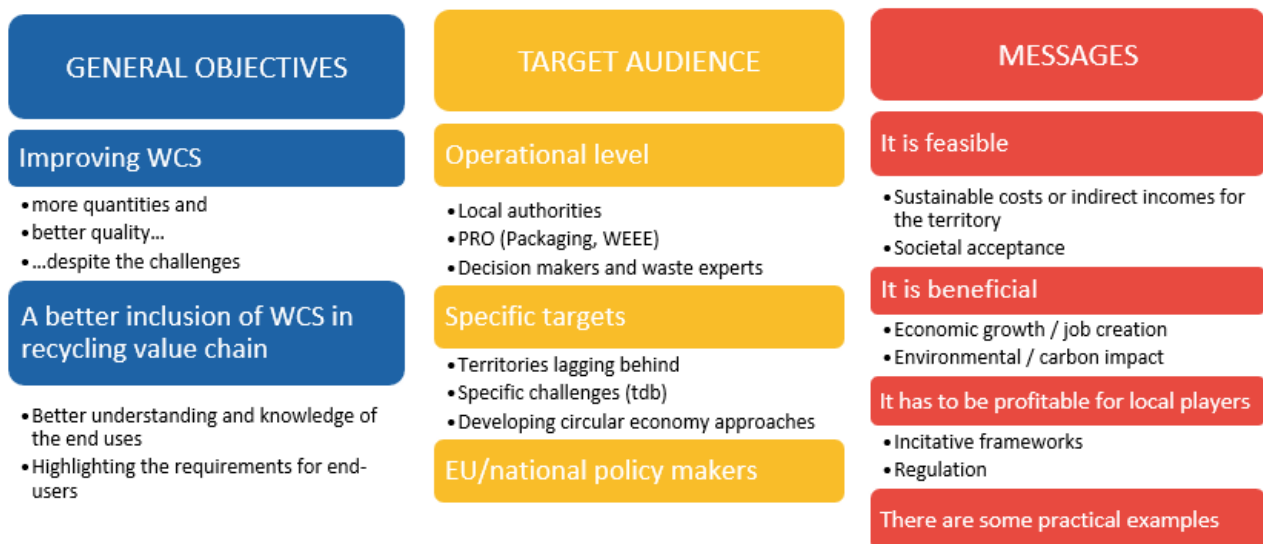
Figure 5: overview of COLLECTORS general objectives, target groups, and messages.

15. Main outcomes

The activities of the implementation phase are organised within WP4, and will deliver several outputs:

- The definition of **generalised criteria** to support authorities and producer responsibility organisations in making decisions
- **Guidelines** for successful implementation to assist authorities and producer responsibility organisations in shifting to better-performing waste collection systems.
- **Integration of the results** and **capacity building** by means of multicriteria decision-making.
- impact and consequences of improving waste collection

These outputs will be prepared by taking into consideration the work achieved during the first two sets, the identified needs of the target audiences, but also the challenges that were identified during the first parts of the project, namely:

- The possible lack of resources that limit the possibilities to invest in more ambitious WCS;
- The limited information on possibilities to improve WCS and on possible positive outcomes of doing so;
- The information gaps and lack of transversal approaches making local waste strategies disconnected from the needs of the recycling sector;
- The social acceptance of waste collection systems that can prevent inhabitants from effectively participating.

15.1 Guidelines

The guidelines primarely target public authorities and PRO in charge of the practical implementation of WCS. The challenges and needs of these two target audiences are summarised on the following schemes:

Local authorities	Role: organisation of municipal waste management

Challenges	Possible needs
Specific local challenges preventing waste strategies to be effective	Identification of existing best practices, of practices to address specific challenges, and concrete examples of such practices
Difficulty to set priorities for waste management	Quantitative data to compare and improve current performances
Lack of information on the potential impact of ambitious waste strategies	Solid evidence on the relevancy of reaching high recycling performances (economic, environmental, social benefit)
Little incentive or concerns to improve recycling	Solid evidence on the economic feasibility of reaching high recycling
	Solid evidence on the social acceptance of ambitious waste

Figure 6: challenges and needs of local authorities

PRO	**Roles**: Framework of PPW/WEEE management Operational role for collection and sorting of waste

Challenges	**Possible needs**
Specific (local) challenges preventing waste strategies to be effective	Better understanding of decision-making processes and drivers leading to higher capture rates
	Identification of existing best practices, of practices to address specific challenges, and concrete examples of such practices
Optimising the operational efficiency of collection and sorting of waste	Better insight on economic balance and environmental impact of municipal waste and recycling
Improving the quality of sorted materials	Better overview of the municipal waste recycling value chain (streams, traceability…) and potential improvement toward high quality recycling

Figure 7: challenges and needs of PRO

Taking these elements into considerations, the content of the guidelines would include:

- Main guiding principles toward a successful waste collection system to:
  - Optimise capture rate
  - Enable quality recycling – contribute to the Circular Economy
  - How to make the most of sorted materials?
  - Ensure social acceptance

- Overcoming local challenges through tailored solutions
- **The cost of higher performances**: how much expensive is it to boost recycling?
- **The positive impact of improving WCS** (on the environment and economy). What measures and priorities to make the most of it?

These different elements will be illustrated with concrete elements from the analysis of case studies.

The exact content and format of the guidelines still need to be discussed, especially during the Regional Working Group meeting taking place in Thessaloniki in early December 2019.

15.2 Policy recommendations

The policy recommendations will consist in a short document highlighting the main current (legal, economic) barriers limiting the effectiveness of municipal waste collection systems, opportunities to promote ambitious recycling strategies, and recommendations to improve the legal and economic framework. As for the guidelines, the policy recommendations will be drafted thanks to the outputs of the two first phases of the project, as well as based on the current challenges and needs of European and national policy makers. They are summarised on the following scheme:

EU + national authorities	Role: Policies on waste and circular economy	
Challenges	**Possible needs**	
Set (and reach) ambitious and achievable targets	Better understanding on the local challenges faced by municipalities and PROs, benchmarking elements on the performances for specific territories	
Promote high quality recycling	Better understanding on local decision making and drivers leading them to improve local waste management, as well as the (legal, economic, EPR…) framework enabling high performances	
	Better overview on the whole value chain and which waste policies (on municipal waste and EPR) can	
Promote circular economy fostering economic growth and reducing the environmental impact (climate change)	Overview on current (e.g. legal and economic) barriers preventing higher performances and quality recycling.	
	Better information on costs and climate impact of waste management.	

Figure 8: challenges and needs of European and national policy makers

The policy recommendations will include the following elements:

- List of **favourable frameworks** (regulatory, economic, EPR-based) for boosting quality recycling of municipal waste, and main drivers for decision makers to take action

- List of **current barriers to be addressed** (legal, economic, contextual…)
- **Policy recommendations** to promote high quality recycling of municipal waste (either enabling favourable contexts or addressing current barriers), on:
  - Waste regulation, monitoring and reporting
  - EPR regulation / organisation
  - Inventives at EU/national levels

16. Communication and dissemination

The communication and dissemination activities will be developed in parallel with the content of the outputs of the implementation phase. Some capacity building activities are foreseen by the Grant Agreement (conference in Thessaloniki, European conference in Brussels, three web-based training session).

An important element for easing the communication of the guidelines and policy recommendations is to ensure that the formats of the deliverables and associated communication documents are adequate. While the details regarding the organisation and formats of the outputs still needs to be discussed, the COLLECTORS project will follow the following principles and leads:

Making the results understandable	Translating the technical figures in a relatable figures
Making the results accessible	Format: avoid too long reports, propose different formats if needed
Making it relevant to their interests/issues	Not (only) waste-related figures Highlight specific challenges
Making it convincing	Practical cases / testimonies from other decision-makers?

Figure 9: guiding principles and first leads to disseminate the results of the implementation phase

Protection of personal data

During the COLLECTORS project personal data will be collected. The COLLECTORS consortium recognises the importance of the protection of personal data of those involved in communication and dissemination activities, and takes great care in ensuring the above-mentioned activities are conducted in line with the EU General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679).

COLLECTORS will collect personal data from participants in the Regional Working Group, Focus Group and Interviews and has drafted strict procedures regarding the data collection, storage, retention, and destruction. Selection of participants will done via procedures drafted and included in Work Package 8 of the project.

COLLECTORS will obtain a signed informed consent form from all participants. The anonymized information gathered during the interviews, RWG and Focus Groups will be interpreted and processed for publicly available project reports, and for related scientific publications. It will only be used for the COLLECTORS project, and will not further be used for other purposes, unless participants explicitly agree. The personal contact information will be collected purely for communication and dissemination purposes.

More information will be available on the COLLECTORS. The following text will also be included:

Should you have any questions regarding the purpose and design of this project and/or your contribution, or if you decide to withdraw from the research at a later stage, please contact Tjerk Wardenaar, Coordinator of COLLECTORS (tjerk.wardenaar@pnoconsultants.com) or Jean-Benoît Bel (jbb@acrplus.org).

Acknowledgement of EU funding and related obligations

This part will present and detail the rules set in the Grant Agreement. For any further detail, it is advised to refer to the Grant Agreement (the articles will be stated in the various parts below).

Management of intellectual property, access rights to background, and the ownership of results are not covered in this section, although they do have an impact on communications. For more information on this topic, partners are therefore invited to carefully read Articles 23-26 of the Grant Agreement.

17. Obligation to disseminate and exploit the results

As stated in Articles 29.1 and 38.1.1 of the Grant Agreement, **each beneficiary must 'disseminate' the project results** as soon as they arise. The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) by appropriate means, in a strategic and effective manner.

Article 28.1 also states that each beneficiary must take measures aiming to **ensure 'exploitation'** of its results (either directly or indirectly, in particular through transfer or licensing; see Article 30) by:

a) using them in further research activities (outside the action);
b) developing, creating or marketing a product or process;
c) creating and providing a service, or
d) using them in standardisation activities.

18. Open Access to scientific publications

As specified in Article 29.2 of the Grant Agreement, each partner must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

In particular, partners must:

a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;
Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

b) ensure open access to the deposited publication — via the repository — at the latest:
   i. on publication, if an electronic version is available for free via the publisher, or
   ii. within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.

c) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.
The bibliographic metadata must be in a standard format and must include all of the following:
   • the terms "European Union (EU)" and "Horizon 2020";
   • the name of the action, acronym and grant number;
   • the publication date, and length of embargo period if applicable, and
   • a persistent identifier.

19.   Information on EU funding

The flag of the European Union, known as the EU emblem and shown in Figure 10, must be displayed on <u>all</u> communication and dissemination supports and tools, as stated in Article 29.4 of the Grant Agreement. In addition, a clear reference to European funding via Horizon 2020 must be made by including the following text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776745".

Figure 10 EU emblem

The EU emblem can be downloaded [here]. Further details on the correct use of the EU emblem can be found [here].

There are several rules to follow:

- The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana.
- Italic and underlined variations and the use of font effects are not allowed.
- The positioning of the text in relation to the EU emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way.
- When displayed together with another logo, the EU emblem must have appropriate prominence. The font size used should be proportionate to the size of the emblem.
- The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.

Visual examples of what is and is not allowed are available in the [Guidelines developed by the European Commission](#).

ACR+ will ensure these elements are well displayed on the templates and will regularly remind partners about these requirements at project meetings.

20. Disclaimer excluding agency responsibility

Following Articles 29.5 and 38.1.3 of the Grant Agreement, any dissemination of results and communication activity must indicate that it reflects only the author's view and that EASME (the Executive Agency for Small and Medium-sized Enterprises) and the European Commission are not responsible for any use that may be made of the information it contains. An example of such a disclaimer is available in all European languages [here](#).

21. Confidentiality

Some of the COLLECTORS deliverables are foreseen to remain confidential. These include D4.1, D4.2, and D4.3, which are essentially draft, interim versions of future public deliverables, and D7.1 and 7.2, which are the risk register and the minutes of project meetings.

Article 36 of the Grant Agreement provides some rules regarding the confidentiality of results. Any document and data identified as confidential at the time it is disclosed must be kept as such over the course of the project and for four years after the end of the project (which is in June 2020). Upon request from partners, EASME can extend the confidentiality for an additional period. The confidentiality must be confirmed in writing. Documents considered as confidential must be labelled as such to avoid confusion (Indication on the first page, watermark…).

Beneficiaries may disclose information to their personnel or to third parties involved in the project only if the comply with 2 conditions set by the Grant and the Consortium Agreement:

- The disclosure of information is done so that they can implement the Agreement;
- They are bound by an obligation of confidentiality (NDA, contract…).

Several situations make the obligations void (e.g. if the information becomes publicly available, if the recipient is released of the obligation or if the recipient proves the information was developed without the use of confidential information).

In any case, it is strongly advised to notice and wait for the validation of the Project Coordinator before any significant communication activity, for instance the publication of a press release, the dissemination of an article or of the summary of a deliverable… The issue of confidentiality will be addressed by the Communication Manager during each project meeting. In particular, confidential information, data and material will be clearly identified.

It is also recommended to label any confidential document (publication, presentation…) as confidential, e.g. by using watermark or by highlighting it in the header.

22. Keeping records

According to Article 18 of the Grant Agreement, partners must **keep records** and other supporting documentation in order to prove the proper implementation of the action and the costs they declare as eligible, and this up to five years after the end of the project. This applies to communication activities. For example, when holding a stand at an event, where leaflets are distributed, partners are asked to take a photo of their stand, and share it with ACR+. When an article is published in the general press about the project, following an interview or a press release, for example, said article should be saved as a pdf and sent to ACR+ (paper copies should be scanned to keep an electronic record).

23. Reporting

As stated in Article 20, **periodic reports** will have to be sent within 60 days following the end of both reporting periods (ending on month 18 and 31, respectively). These reports will have to include an explanation of the work carried out, an overview of the progress, a summary, and answers to a questionnaire. The report must indicate the communication activities and detail the exploitation and dissemination of the results.

In order to fulfil this requirement, **partners must keep track of their communication activities via a form** which will be shared and explained during the first meeting in Treviso.

Notable input fields of the form will be the name and date of each activity, a brief description, and an estimate of the audience reached by the activity, per category. A first draft can be found in Annex 5 – Monitoring forms.

Additionally, ACR+ will monitor activities and track them in dedicated tables, such as one for press releases, one for articles, etc. They will include information such as date, partner responsible, outreach, link, target audience, and channel used, for example.

Overview

24. Goals and expected impact

The various targets set throughout this document have been summarised in Table 4, along with the means of verification which will be used for monitoring or the effective completion of the goals. This table will be referred to regularly to ensure we do not deviate from our objectives.

Table 4 Communication goals for the COLLECTORS project and means of verification

Tool	Goal or expected impact	Means of verification
COLLECTORS website	3000 unique readers	Analytics tool
Newsletters	5 sent, 1 per semester 3000+ audience	MailChimp delivery report, List of contacts
Press releases	5 sent	Delivery report, PDF version saved
Web-based information platform	300 accesses	Analytics tool
Social media: Twitter account & LinkedIn page	LinkedIn audience of 1000	LinkedIn analytics
Web-based training sessions	3 webinars 20 participants each	Webinar tool participant attendance tracking
RWG meetings	4 organised 30 participants each	Meeting minutes, Attendance sheet
Citizen focus group	1 organised 10-15 participants	Meeting minutes, Attendance sheet
Expert panel	3 organised 10 participants	Meeting minutes, Attendance sheet
Regional conference	4 organised 300 participants	Conference agenda & report, Registration list
European-level conference	1 organised 100 participants	Conference agenda & report, Registration list

25. Timeline

In order to enable a timely delivery of communication activities foreseen by the project, a timeline was created, including elements for which a delivery date has already been set (Table 5). The tools listed here include this strategy, promotional materials, newsletters, the website, and the web-based platform. The events are also listed out, when the planned month is already know, which is why the three webinars are not included. Finally, the public deliverables are also included in the timeline, in order to know when to communicate about them and how this will fit in with the other activities.

Table 5 Communication timeline for foreseen activities, listed as project month (M) and real date

	M	Date	Communication tools	Events	Publications
17	1	Dec-17			
2018	2	Jan-18			
	3	Feb-18	Communication strategy - V1		D5.1
	4	Mar-18	Leaflet & roll-up banner Website launch	Regional conference (Treviso) & RWG meeting 1	D1.1, D5.2, D5.3
	5	Apr-18			
	6	May-18	Newsletter 1		
	7	Jun-18	Website update		
	8	Jul-18			
	9	Aug-18	Communication strategy - V2		D2.1
	10	Sep-18	Website update	Regional conference (Malta) & RWG meeting 2	D1.2, D1.3
	11	Oct-18	Web-based platform launch		
	12	Nov-18	Newsletter 2		
	13	Dec-18	Website update		D2.2
2019	14	Jan-19			
	15	Feb-19	Communication strategy - V3		
	16	Mar-19	Website update		
	17	Apr-19			
	18	May-19	Newsletter 3		
	19	Jun-19	Website update		D3.1, D3.2
	20	Jul-19		Regional conference (Warsaw), RWG meeting 3, & Focus Group	D2.3, D2.4, D2.5, D3.3
	21	Aug-19	Communication strategy - V4		
	22	Sep-19	Website update		
	23	Oct-19			
	24	Nov-19	Newsletter 4		
	25	Dec-19	Website update		
2020	26	Jan-20	Platform update	Regional conference (Thessaloniki) & RWG meeting 4	D3.4, D5.6
	27	Feb-20	Communication strategy - V5		
	28	Mar-20	Website update		D4.4
	29	Apr-20			
	30	May-20	Newsletter 5		
	31	Jun-20	Communication strategy - Final Version - Website & platform update	EU conference	D4.5, D4.6, D5.4, D5.5, D6.1, D6.2, D7.3

26. Summary of partner input

Throughout this document, several sections mention actions which will need to be taken by partners, such as input which they must provide to ensure efficient communication of the project activities. Highlights and advice can be summarised with the following:

Share your news Spontaneously provide articles for website or newsletters whenever you have relevant input	**Print leaflet** In reasonable amounts, using recycled or sustainably-sourced paper and vegetable inks	**Keep it visual** For each news item & website page, provide illustrations, preferably as separate files
Spread the word Use own channels to communicate about COLLECTORS, including via a page on your website	**Track your activities** Fill in monitoring forms for each activity and keep records for 5 years	**Don't wait** Keep in close contact with ACR+, notify as soon as you have news
Summarise your tasks Update descriptions for the website and write short summaries of deliverables	**Be proactive** Find interesting events & share information with partners via the extranet	**Think before & after** Promote events you will speak at, but also share interesting information after via articles

Each partner identified the specific contacts within their organisation who will be in charge of communication activities for the COLLECTORS project. They are listed in Annex 6.

Exploitation

27. Introduction

The COLLECTORS exploitation plan focuses on the long-term use of the project's results in further research and in developing, creating and marketing of products and processes. The exploitation strategy ensures that the work performed in the project creates impact on society; helps accelerate scientific progress; and can be used to "re-finance" future research activities.

28. Exploitation plan methodology

To ensure successful exploitation of the project results after the project ends, a specific exploitation strategy has been set up. During the course of the project, the exploitation plan has been regularly updated, and the current final plan [M37] elaborates on exploitation based on the achieved results. The objectives of the exploitation strategy are as follows:

1. **Identification of exploitable results**. This will include assessment of the **legal, technical and financial** requirements for successful exploitation of project results;
2. **Outline IPR management** to address the ownership of the Intellectual Property Rights (IPR) and the management of the access rights to such IPR by the project partners;
3. Description of target groups;
4. Dissemination methods;
5. Description of **individual exploitation plans** per partner;
6. **Means for funding** to support project results that require maintenance and updates;
7. Current status of the exploitation.

29. Exploitable project results

The COLLECTORS project produced many findings and reports, however it is important to note that COLLECTORS is a Coordination and Support Action and therefore not focused on generating new innovations or knowledge. In this sense, the results that can be exploited are limited.

29.1 Identification of exploitable project results

The exploitable project outputs and roles of the partners have been assessed using a questionnaire with an overview of exploitable project outcomes, and partners' individual and or collective exploitation plans. The resulting findings have first been detailed in a preliminary exploitation plan consisting of potential scenarios for the COLLECTORS exploitation strategy. This preliminary plan has been shared with the consortium beginning December 2019, in order to be discussed during the General Assembly in Thessaloniki. The discussions and input of the GA, together with a follow-up

questionnaire and further discussions and brainstorms between partners, has subsequently resulted in the categorization of exploitable project results.
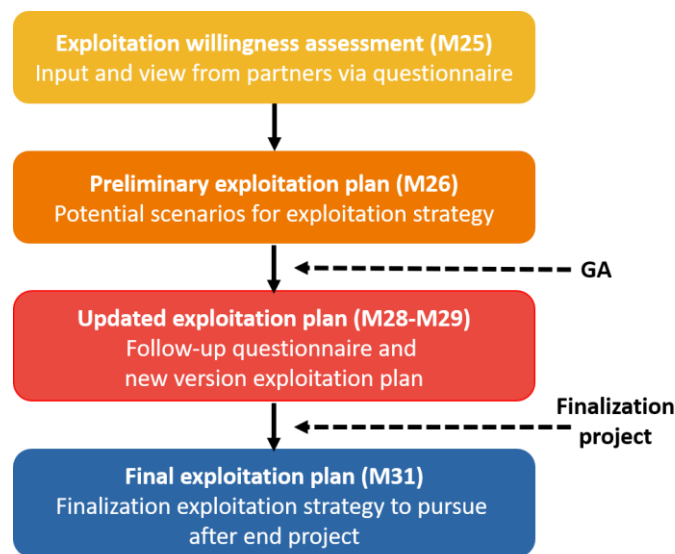
Figure 11 – Timeline for finalisation of Collectors exploitation plan

29.2   Categorization of project results

The overall aim of the COLLECTORS project is to reduce the EU dependency on raw material (paper and packaging waste (PPW), waste electrical and electronic equipment (WEEE), construction and demolition waste (CDW)) by providing decision-makers on different levels with more adequate information on waste collection systems and supporting the implementation of better performing systems. We therefore listed and categorized the potential project results below in two categories:

A. Information provision
B. Implementation support

The following results are identified to potentially be exploitable after the project end:

29.2.1 (A) Information provision

I. **Web-based platform** covering the COLLECTORS database of 242 identified European waste collection systems. The database is accessible via a search tool where end users can explore the database according to criteria such as population size, density, GDP, and waste fraction (PPW, WEEE, CDW).

II. Online **Waste library** (database) consisting of various reports focusing on the different aspects of municipal waste management (regulation, organization, statistics, environmental and social aspects, and costs).

III. Methods of multicriteria decision-making (**MCDM**) breaking down complex problems into manageable components. A tool used by the COLLECTORS consortium to identify 12 case studies from 242 waste collection systems.

IV. Analysis of **12 case studies** resulting in the identification of good practices and indicators of well-performing systems. An environmental (LCA), financial (CBA), societal and value chain assessment have been performed.

29.2.2 (B) Implementation support

I. Practical **guidelines** advising on successful implementation of waste collection systems for local and regional authorities.

II. Customized **factsheets** providing information for selected future EU projects.

III. **Policy support methods** increasing the technical and operational expertise of decision-makers on waste collection.

IV. Capacity building **webinars** (three web-based sessions with 177 participants in total) educating decision-makers in successful waste collection system implementation.

29.3   Finalized and ongoing project outcomes

The exploitable outcomes of the COLLECTORS project detailed in the previous paragraph require different strategies for exploitation after project end. Since the COLLECTORS project is a Coordination and Support Action the focus lies on the creation of guidelines and factsheets, the formulation of best practices, and the construction of a database instead of the generation of new knowledge. Most of the outcomes are developed and finalized during the project and will require only ongoing dissemination after the project ends (1). However, both the online web-based platform and the waste library require ongoing maintenance and further development after the end of the COLLECTORS project (2). Thus, these exploitable project outcomes require additional staff and financial resources which makes the exploitation of such results less straight forward.

29.3.1 Project outcomes finalized after project end

The MCDM, case studies, guidelines, factsheets, webinars, dialogues and policy support methods will have finalized end products at the end of the COLLECTORS project (A.III, A.IV, B.I-B.VI).

> The finalized project outcomes can be useful to new projects, members, decision makers, public authorities, and other stakeholders. As such, the emphasis lies mostly on proper **dissemination and communication**.
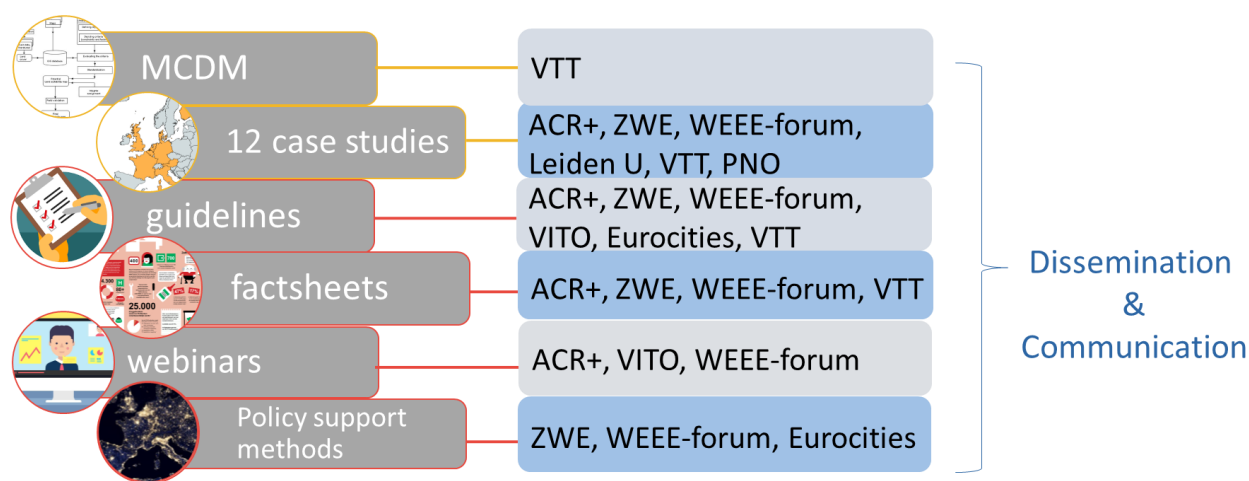
Figure 13 – Overview of finalized project outcomes

All involved partners will disseminate the resulting project outcomes using their internal databases, within their communities, or to external stakeholders. The project outcomes can be shared via their in-house media, online web-pages, COLLECTORS webinars, conferences, and additional topic events. As discussed in the Grant Agreement each partner will take measures aiming to ensure exploitation of its results.

29.3.2 Project outcomes requiring ongoing maintenance

The web-based platform and waste library are project outcomes that require ongoing **maintenance**. After the end of the COLLECTORS project new input is required to keep the platform and database **up-to-date**. Moreover, in order to maintain a certain relevance stakeholders and partners agreed that **further development** (e.g. including new waste streams and expanding the database with collection systems) would increase the value of the platform.
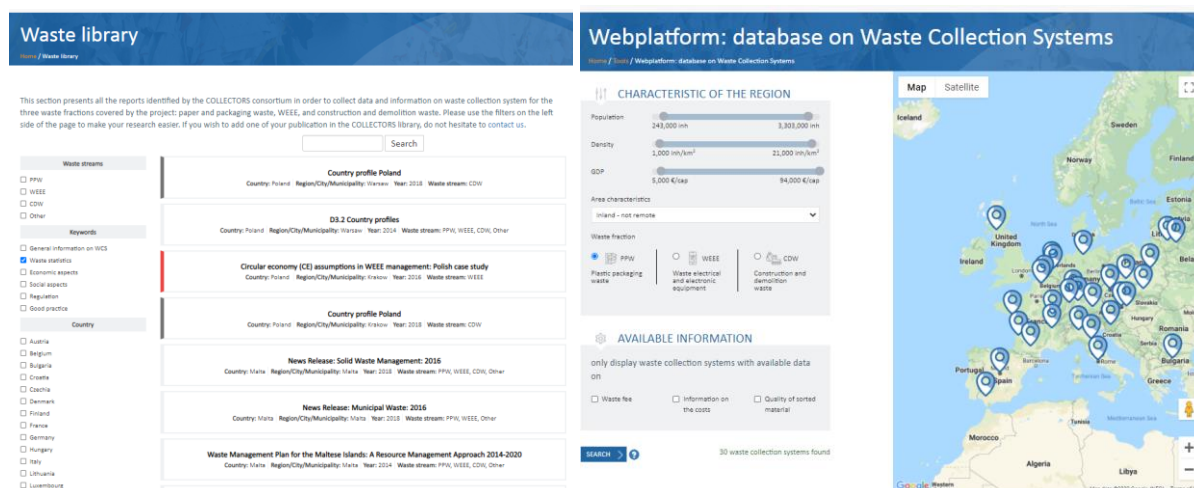
Figure 14 – COLLECTORS waste library (L) and webplatform (R)

For the waste library this would mean checking whether the database is still up to date, the referral hyperlinks are still working, there are updated or new reports available, and maintenance of the search function.

For the webplatform, this would involve more intensive efforts from the consortium partners as well as the website contractor. The webplatform database is built upon the most recent waste statistics available in 2018, which can become outdated quite quickly. Updating the database with new 2019-2020 figures (if available) would increase the value of the platform, however, also require partners to perform desk research, find new reports, translate these into English, extract the relevant information into the COLLECTORS WCS webplatform format and upload this onto the platform. Compatibility with potential new data, integration of new data points and visual aspects would need to be checked and troubleshooted as well. Additional options for expanding the webplatform are including new (household) waste streams, such as bio waste and textiles.

30. IPR Management

30.1 Intellectual Property Rights

The Consortium acknowledges the importance of IPR and innovation management for research results developed within the COLLECTORS project. Decisions related to IPR issues have been discussed by the General Assembly as part of the discussions ongoing the exploitation plan. During the project implementation, the Project Management Team has monitored the generated foreground IP in order to identify specific issue that requires prior agreement among partners. The Project Management Team has also undertaken measures to identify results that are suitable for commercial exploitation (see chapter 3).

Types of information relevant to the project are generally divided into "Background" and "Foreground" information. "Background" refers to the information which is held by beneficiaries of this project prior to their accession to this agreement, as well as copyrights or other intellectual property rights pertaining to such information. Section 9.1 of the Consortium Agreement (CA) is dedicated to the Background. "Foreground" refers to all project results, including information, whether or not they can be protected, which are generated under the project. Relevant foreground information at consortium level and individual partner level is discussed during the General Assemblies and follow-up telco's. Access rights for exploitation are discussed as well in the Consortium Agreement.

31. Target groups

For the exploitation of COLLECTORS project results, the following specific stakeholder groups and relevant project results are identified:

Authorities (local, regional, national, EU)

- Webplatform and waste library
- Guidelines, policy recommendations, MCDM tool, webinars,

Other EU projects (H2020, INTERREG, LIFE, etc)

- All COLLECTORS results depending on project scope (see D6.1 and D6.2)

Industry (waste operators, PRO's, RO's)

- Webplatform and waste library
- Implementation guidelines, case studies, good practices, technical reports

Exploitation partners (commercial)

- Webplatform

32. Dissemination methods

Converting knowledge resulting from publicly funded research activities is generally perceived to be possible through two channels: Commercialisation channels (e.g. commercial assignments, licences, joint ventures, spinoff) and Knowledge transfer channels (e.g. publishing, conferencing and networking, collaborative research). The proper identification channel always depends on the characteristics of the produced project results. Within COLLECTORS, the most important communication channels are the project website, LinkedIn, partners networks and newsletters. As first contact points, the social media accounts of the project will be kept online for the coming 4 years.

Table 6 - Communication channel per target audience

Target audience	Communication channel
Authorities	Website
	Conferences & events
	Press releases
	Webinars
Other EU projects	Press releases & articles
	Social media
	Website
	Conferences & events
Industry	Conferences & events
	Webinars
	Website and data platform
Exploitation partners	Website
	Partners networks
	Conference & events

32.1 Communication, dissemination and exploitation at events

Throughout the project's duration partners have disseminated the project results at various occasions (see WP5 for details). Initially, various communication, dissemination and exploitation activities were planned at conference and events throughout 2020. However, due to the covid-19 pandemic, most foreseen events and conferences have been canceled. Therefore partners only been able to participate in webinars and online conferences, with limited CDE impact. It is anticipated that in 2021 events will be organized, and partners – where relevant – can again share COLLECTORS results.

33. Individual exploitation plans

All COLLECTORS partners are committed to take measures aiming to ensure 'exploitation' of its results – for at least the coming four years. In order to get an overview of foreseen exploitation activities, PNO (as project coordinator) has been collecting individual exploitation plans from the

partners in the consortium by means of a questionnaire and various discussions during the fourth Collectors general assembly meeting and biweekly telco's. The outcomes of these questionnaires are summarized in Annex 7 in Deliverable 5.1. Here is discussed per exploitable project outcome how and in what way partners would like to contribute to the exploitation.

34. Shared exploitation plan

In addition to the overview of outcomes that individual partners will exploit, the questionnaires made clear that ACR+, VITO, and PNO indicated interest in exploiting the web-based platform, whereas ACR+ and PNO are interested in exploiting the waste library. Upon discussing this observation, all partners have agreed that further exploitation of the web-based platform and library can be done by selected consortium partners (which would thus be ACR+, VITO, and PNO). In the Grant Agreement it is specified that "*ACR+ will keep on coordinating the online platform as an exchange tool for its work on the Observatory of waste performances*". Therefore, ACR+ will take the lead role in the exploitation of the online platform. All partners have agreed that if beneficial for the long-term exploitation, (part of) the platform can be turned private (provided that all partners can access the platform without payment) and collaboration with an external partner is possible.

34.1   Exploitation scenarios

In order to determine the most effective exploitation strategy, the three selected project partners organized brainstorm sessions to explore exploitation options.

The following exploitation scenarios were identified in these sessions:

- **Baseline scenario**: in line with the grant agreement, ACR+ will keep on coordinating the online platform as an exchange tool for its work on the Observatory of waste performances. In this scenario, the information on the platform will remain accessible, but no additional information will be added to the platform.
- **Integration scenario:** in addition to the coordination by ACR+ (see baseline scenario), the selected partners will collaborate with other knowledge platforms in order to integrate the platform and increase its visibility.
- **Expansion scenario:** in addition to updating, the portal will be expanded either by broadening the scope (e.g. geographically) or deepening the focus (e.g. more detailed information on certain indicators).

34.2   Funding requirements

As discussed, the web-based platform and waste library are project outcomes that require ongoing maintenance. The projected costs and FTE for maintenance, up-to-date keeping, and further development differ per scenario, ranging from limited to more extensive. The table beneath provides an overview of the involved costs for the first four years:

EXPLOITATION OF COLLECTORS PLATFORMS		Expected costs:			
		Year 1	Year 2	Year 3	Year 4
Baseline:	Hosting & system maintenance (subcontracting)	€ 1.200	€ 1.200	€ 1.200	€ 1.200
	Response to feedback & questions (5 hours / month)	€ 3.300	€ 3.300	€ 3.300	€ 3.300
	TOTAL:	**€ 4.500**	**€ 4.500**	**€ 4.500**	**€ 4.500**
Integration:	Total costs baseline scenario	€ 4.500	€ 4.500	€ 4.500	€ 4.500
	Clustering with other initiatives (5 hours / month)	€ 3.300	€ 3.300	€ 3.300	€ 3.300
	Adjusting formats to other initiatives (1 per year / 20 hours)	€ 1.100	€ 1.100	€ 1.100	€ 1.100
	TOTAL:	**€ 7.800**	**€ 7.800**	**€ 7.800**	**€ 7.800**
Expansion:	Total costs integration scenario	€ 7.800	€ 7.800	€ 7.800	€ 7.800
	Updating data on existing WCS (2 hours per WCS; increasing)	€ 11.000	€ 22.000	€ 27.500	€ 33.000
	Adding new WCS to the portal (50 per year; 6 hours per WCS)	€ 16.500	€ 16.500	€ 16.500	€ 16.500
	TOTAL:	**€ 35.300**	**€ 46.300**	**€ 51.800**	**€ 57.300**

Table 7 – Financials of COLLECTORS exploitation scenarios

Estimation of the costs are based on the actual costs of the COLLECTORS-projects, e.g. the current contract agreement currently in place with the web-platform contractor (INNOVATION ENGINEERING Srl) and the required time to add systems to the platform. In addition, COLLECTORS' partner WEEE-forum has experience with the exploitation of a database, which is similar to the waste library, LibraWEEE. This database is an archive of reports and literature developed under the CWIT project (FP7). They add new reports on a continuous basis and revise the database once per year. The maintenance of the website is an estimated € 2.000 on a yearly basis (providing input for the baseline scenario).

34.3   Follow-up steps

The three identified scenarios will be implemented in addition to each other. This means that the three partners will start with implementation of the baseline scenario and in the meantime explore possibilities for integration and expansion:

Baseline scenario:

ACR+ will host the webplatform that will be accessible from its website, as a part of its work on the European Observatory that aims at comparing and analysing data on local waste management. The webplatform will be promoted through ACR+ communication channels and maintenance will be ensured. ACR+ will investigate the opportunity to update the platform within the framework of new projects.

Integration scenario:

The partners have started identifying other knowledge platforms to integrate the platform. The first platform that the partners identified is the Raw Materials Information System (RMIS). PNO, as coordinator of the project, recently participated in the RMIS Technical workshop "Channelling knowledge from European projects into the Raw Materials Information System (RMIS)" and will fill out a dedicated template to ensure that COLLECTORS is included in the RMIS. In addition, PNO will schedule a meeting with the JRC-team to discuss possibilities for further integration.

In addition, other platforms have been identified that will be approached in a later stage, e.g. the Smart Cities Marketplace, European Circular Economy Stakeholder Platform, Circular cities and regions initiative, and the OECD programme on the circular economy in cities and regions.

Expansion scenario:

Currently, insufficient funds are available for implementation of this scenario. The three partners agreed to collaborate on identifying funding for this scenario. Two approaches are currently explored:

1. *Collaboration with ISWA:* ISWA expressed interest in collaboration and further development of the portal. PNO and VITO have subsequently presented the portal to the ISWA Working Group on Collection & Transportation. It was agreed to explore possibilities for collaboration in more detail in early 2021.

2. *Developing a new project:* the three partners agreed to identify together possibilities to develop a new project that could contribute to expanding the portal. The partners were also greatly encouraged by the EC Project Officer to do so. PNO will follow-up with the PO to discuss in more detail possibilities.

Annexes

35. Annex 1 – Stakeholder organisations

Table 8 Number of relevant stakeholder organisations per type of target audience

Type of target audience	Number identified
Public sector at European and national level: EU institutions, national authorities	26
Public sector at local and regional level: Local and Regional Authorities (LRAs), as well as organisations grouping LRAs, and public waste management companies	87
Producer Responsibility Organisations (PROs)	15
Private waste operators	13
Industry	59
Other private sector organisations: business federations, trade associations, non-profit, interest groups, and consultancies	89
Research organisations (non- and for-profit)	59
Standardisation/certification bodies	6
Other	15
Total	**369**

36. Annex 2 – Website outline

A first version of the website outline and contents was sent to the developer. The 14-page document will be used to set up the initial website in its most basic form. As the project evolves, partners will adapt the text to take into account progress and results. The initial outline is the following:

- Home
- The project
    - Context
    - Scope
    - About COLLECTORS
    - Meet the partners
    - What to expect?
    - Advisory board
- Results
    - Inventory of waste practices
    - Case studies / good practices
    - Guidelines for implementation
- Tools
    - Multi-criteria Decision Making
    - Web-based platform
- Get involved!
    - Regional Working Group
    - Focus group
    - Expert panel
- News & events
    - News (including news archives)
    - Events (including past events with presentation to be downloaded)
- Library
    - Press releases
    - COLLECTORS presentation and dissemination material (leaflet, communication plan, …)
    - COLLECTORS reports
    - Related projects
- Contact

37. Annex 3 – Information multipliers

Name	Description	Types of members
ALDA - the European Association for Local Democracy	ALDA is a non-governmental organisation dedicated to the promotion of good governance and citizen participation at the local level. ALDA focuses on activities that facilitate the cooperation between local authorities and civil society.	Municipalities, provinces/counties, regions, associations of local authorities, civil society organisations, universities, local democracy agencies, operational partners, and individuals
Break Free From Plastic Movement	Alliance promoting a paradigm change regarding plastics, from extraction to disposal, which should allow to end plastic pollution	NGOs mainly
Climate Chance	International coalition of non-state actors on the circular economy. It aims at defining common priorities of action in terms of co-working and governance, implementation and monitoring of concrete actions to boost circular economy.	Non-state actors. They are the entire organised civil society, categorised by the United Nations into nine major groups: NGOs, Business and Industry, Local Authorities, Indigenous peoples, Research institutes and independent organisations, Trade unions, Women and Gender organisations, Children and Youth organisations, Farmers' organisations
Covenant of Mayors for Climate & Energy	European movement bringing together thousands LRAs in the fight against climate change. It is based on a voluntary commitment by signatories to implement EU climate and energy objectives on their territory.	Local and regional authorities
EEB Waste Working Group	Working group of the EEB on waste policies	NGOs mainly, some think tanks
EPR club	The EPR Club is a platform for exchange of knowledge and dissemination of good EPR practices amongst key European stakeholders and experts, including the European institutions. The aim is to foster dialogue on policy developments and technical implementation of EPR schemes in order to bring forward European legislation and policy on EPR.	Producers and PROs, LRAs and public authority networks, private partners, national agencies, non-profit organisations, academic institutions, and consultancies

EU Urban Agenda partnership on Circular Economy	Aiming at stimulating the re-use, repair, refurbishment and recycling of existing materials and products to promote new growth and job opportunities. The focus is on: waste management (turning waste into resources), the sharing economy, and resource efficiency.	National and local experts on circular economy, European institutions, networks of local and regional authorities
European Circular economy stakeholder platform	The stakeholder platform meets once per year and aims at: • Reinforcing activities between sectors • Strengthening the exchange of good practices (collection of good practices on the website) • Fostering dialogue and break down barriers to a circular transition	Stakeholders active in the broad field of the circular economy in Europe – it is a "network of networks" with 24 members in the Coordination Group – it includes organisations and networks, national and local representatives and experts on CE, European Commission representatives
GAIA	Global Alliance of NGOs promoting zero waste models across the world, with strong presence in the Global South.	NGOs
ISIE - International Society for Industrial Ecology	The International Society for Industrial Ecology (ISIE) is an international professional association with the aim of promoting the development and application of industrial ecology.	Researchers and other professionals in the field of industrial ecology
ISWA Working Group on Recycling and Waste Minimisation (WGRWM)	The WGRWM addresses both minimisation of solid waste generation and the separation, processing and marketing of materials removed from the municipal solid waste stream.	Waste professionals from public and private companies, public authorities, trade associations, research institutions, etc.
EIT Raw Materials	EIT Knowledge and Innovation Community (KIC) is a consortium with ambitious vision of turning the challenge of raw materials dependence into a strategic strength for Europe	Over 120 partners from leading business, universities and research institutions from more than 20 EU countries
Prepare Network	PREPARE is setting the SCP agenda by proactively catching up on new challenges and develop new innovative solutions. A network for SCP-experienced individuals, based on high integrity and independence of any specific interest groups. Informal in its organizational structure, flexible in its demands to its members and fun in the way we work together. Welcoming new members to the open and inclusive network, where new initiatives and projects are the driving force	The members of PREPARE come from research institutions, consultancy, public administration, governments, industry and international organizations. In addition, PREPARE has a memorandum of understanding with UNIDO and the associated national cleaner production centres from many parts of Eastern Europe

SETAC - Society of Environmental Toxicology and Chemistry	A forum where scientists, managers, and other professionals exchange information and ideas for the development and use of multidisciplinary scientific principles and practices leading to sustainable environmental quality.	Scientists, managers, and other professionals
Waste Coalition of NGOs	Coalition of European NGOs working on waste	NGOs
Waste management association JHY	The Waste Management Association JHY promotes knowledge of waste management, proper treatment of waste, and utilization of waste in Finland.	It is a general-purpose organization open to all persons and organizations involved in waste management and related matters. VTT is a member
Waste-LCA network	Informal network of Finnish experts interested in waste - related LCA and environmental impact studies	Researchers, industry experts
WEEE Europe	WEEE Europe is a pan-European non-profit-organisation based in Munich, Germany. The currently 18 members have successfully established over 66,000 collection points.	The shareholders and are some of the largest and most capable European take back systems and hail from currently seventeen European countries.

38. Annex 4 – External events

Table 9 List of external events where COLLECTORS could be presented, noting when a partner is involved in the organisation

Name	Description	Partner involved?	Date
MIN-GUIDE conference	Annual project conference	No	Dec-17
IERC	recycling industry's meeting	No	Jan-18
Circle Economy event	Circular Economy initiatives/ projects mapping session	No	Feb-18
Waste in Progress	Congress about best practices of waste management	No	Feb-18
EUROCITIES task force on circular economy meetings	The next meeting could be a chance to disseminate to another group of experts the call opened to be part of the Regional Working group. The next meeting planned throughout the year would represent an opportunity to communicate on the results of the project	Yes - Eurocities	Feb-18
Circular Materials Conference	Circular Economy experts' meeting	No	Mar-18
International Stewardship Forum (Sydney)	Australian e-waste experts meeting	No	Apr-18
EUROCITIES Environment forum meeting (biannual)	Next meeting of the forum will take place in Amsterdam on the theme of "Towards Circular Cities: How to make it work".	Yes - Eurocities	Apr-18
EUROCITIES working group Waste meeting, twice a year	Next meeting will take place alongside the Environment forum in Amsterdam	Yes - Eurocities	Apr-18
Smart cities conference Zagreb	Annual exchange platform for local/regional level policy makers and practitioners on matters related to smart cities and relevant solutions and strategies aiming to improve city sustainability performance and life quality in cities Regional character – leading conference in the western Balkan region	No	Apr-18
"Separate Waste Collection, Crucial for the Circular Economy" Conference	One-day conference and study visit on separate waste collection organised by LIPOR in Porto	Yes - ACR+	May-18
WEEE Forum General Assembly	Meeting of WF members	Yes - WF	May-18

EU Cleantech Forum 2018 - Antwerpen	Cleantech Group brings together clean technology's most influential leaders – corporate executives, start-up and growth company CEOs, investors, government agencies, and other players – from across all areas of resource innovation, from the major industrial verticals, and from across the globe.	Yes - VITO	May-18
EUROCITIES cooperation platform	The cooperation platform is a EUROCITIES annual event, bringing together all of the contacts officers from across our 140 member cities, to update them on the activities of the network. Next one will take place in Athens.	Yes - Eurocities	May-18
EU Green Week	Focused this year on sustainable cities.	No	May-18
SCRREEN workshop	Expert group on CRM/circular economy	Yes - PNO	Jun-18
ISWA World Congress (annual conference)	Waste Management and Research - used to share state of the art knowledge and experience in sustainable waste management and climate change mitigation (possibly less relevant in 2018 as in Kuala Lumpur)	No	Oct-18
Venice 2018 Symposium	7th international symposium on energy from biomass and waste, research conference (abstract deadline end of February 2018)	No	Oct-18
Jätehuoltopäivät - National waste management conference in Finland (yearly)	The Waste Management Association JHY promotes knowledge of waste management, proper treatment of waste, and utilization of waste in Finland. It is a general-purpose organization open to all persons and organizations involved in waste management and related matters. VTT is a member.	No	Oct-18
Leiden-Delft-Erasmus event	Event to demonstrate the cooperation of the 3 universities: working together for science and society	Yes - LDE	Oct-18
EUROCITIES Environment forum meeting (biannual)	Theme to be defined	Yes - Eurocities	Oct-18
G-STIC 2018	Conference aiming to accelerate the development, dissemination and deployment of technological innovations that enable the achievement of the Sustainable Development Goals of UN.	Yes - VITO	Nov-18
EUROCITIES annual conference	Annual meeting of the network, gathering high level representatives from our member cities, national and regional level representatives. Next meeting will take place in Edinburgh. Cities will be able to present projects to participants through speed networking sessions.	Yes - Eurocities	Nov-18
SCRREEN workshop	Expert group on CRM/circular economy	Yes - PNO	Dec-18
For a Clean Environment! awards Gala	A traditional Ecotic annual event where the most important environment protection projects are awarded.	Yes - Ecotic	Dec-18
Sardinia 2019 Symposium	17th International Waste Management and Landfill Symposium, organized by the IWWG - International Waste Working Group	No	Oct-19

European Green Capital Award (EGCA) 2020 & European Green Leaf Award (EGLA) 2019	The Awards aim to reward the efforts of cities who strive to improve the lives of their citizens, become role models and commit to environmental, social and economic sustainability. Cities across Europe with over 100,000 inhabitants are vying to be the 2020 European Green Capital Award winner. The European Green Leaf Award, now in its fourth year, is open to cities and towns with a population of 20,000 and up to 100,000 inhabitants.	No	TBD
SETAC conference	International scientific conference	No	TBD
LDE CfS Knowledge & Innovation Hubs Inclusive City & Resilient City	In our knowledge and innovation hubs, we connect students from 3 universities with research questions that are directly connected to external stakeholders like municipalities and companies.	Yes - LDE	TBD
ISIE conference	International scientific conference	No	TBD (2019)
European Urban Agenda partnership meetings on circular economy		No	

39. Annex 5 – Monitoring forms

<table>
<tr>
<td>COLLECTORS</td>
<td colspan="2">Details of communication and dissemination activities</td>
</tr>
<tr>
<td colspan="3">After each activity, please fill in the template and send it to Jean-Benoît Bel (ACR+) at jbb@acrplus.org
Please fill in the highlighted fields.
Please copy-paste and fill in <u>a separate table for each activity</u>.</td>
</tr>
<tr>
<td>Partner:</td>
<td colspan="2"></td>
</tr>
<tr>
<td>1) Description of activity
Date and location
Category of activity
Name of activity or title
Short description
Web link (if available)
Further relevant or interesting information [1]</td>
<td colspan="2">

[1] Pictures, agenda, presentation, etc. should be sent by e-mail to jbb@acrplus.org</td>
</tr>
<tr>
<td>2) Audience
Type of audience:
Scientific Community, Higher Education, Research
Industry
Civil Society
General Public
Policy Makers, Public Authorities
Media
Investors
Customers
Other
Total size of audience reached</td>
<td colspan="2">Size[2]

0
[2] Based on attendance list (please ask the organiser to provide it) or based on estimations</td>
</tr>
<tr>
<td>3) Overall outcome of the event for the COLLECTORS project
Were any partnership opportunities identified?
Were there any specific topics identified as relevant for COLLECTORS?
Is there any follow-up foreseen?
Other outcomes?</td>
<td colspan="2"></td>
</tr>
</table>

40. Annex 6 – Communications contacts

Table 10 Contact within the COLLECTORS consortium for the communication activities

Partner	Name	Position	Email	Phone
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41. Annex 7 - COLLECTORS exploitation plan

Summary of questionnaire

(A) Information provision

I.   Web-based platform containing waste collection information that is accessible according to end user criteria such as population size, density, GDP, and waste fraction (PPW, WEEE, CDW).

Status: running, requires maintenance and further development after project end

Involved partners: ZWE, ACR+, VITO, Eurocities

- ZWE: interest in using the platform as an internal database of collection systems in Europe. Willing to provide a small amount of staff and limited financial resources to support the maintenance and further development of the online platform. The idea is to link the platform to ZWE's own online map and strategically disseminate it to a larger audience. Experience with similar outcomes is ZW cities: www.zerowasteeurope.eu/zerowastecities.eu

- ACR+: interest in using the platform as a relevant source of information for members to find comparable territories to benchmark with. Willing to promote the platform to contacts and members. Further development and updating of the online platform would require significant financial resources for which ACR+ has no funds. Experience with similar outcomes is that keeping such a platform up-to-date requires time, experience, and financial resources. A possible solution to meet the financial needs is to turn the platform in a access-by-payment platform. In addition the tool could be expanded to other fractions, such as biowaste, and developed further within the framework of a new project. Moreover, upcoming projects planning to conduct data collection could be granted access.

- VITO: interest in using the platform as an information resource for other projects and enable statistical analysis to assess current collection methods. Willing to provide time to support the maintenance and further development of the online platform.

- Eurocities: interest in supporting the maintenance of the platform. Willing to provide support in dissemination by mentioning the platform at a follow-up presentation at the work group meeting waste and by sending follow-up emails containing a link to the web-based platform.

II.   Online Waste library (database) consisting of various reports focusing on the different aspects of municipal waste management (regulation, organization, statistics, environmental and social aspects, and costs).

Status: up-to-date, requires maintenance and further development after project end

Involved partners: ACR+, Eurocities

- ACR+: interest in using the database as a relevant source of information for members to find comparable data to benchmark with. Willing to promote the database to contacts and

members. The database is expected to remain relevant until the library is outdated (expected 2-3 years). Further development and updating of the waste library would thus require significant financial resources for which ACR+ has no funds. Options similar to the web-based platform are suggested for the exploitation of the waste platform after the project ends.

- Eurocities: interest in supporting the maintenance of the library. Willing to disseminate the library information to cities that have signed the Plastics Declaration (commitment on separate waste collection).

- Other partners' experience: WEEE-forum has experience with the exploitation of the similar database LibraWEEE, a database of reports and literature developed under the CWIT project (FP7). They continuously add reports to the database and revise the library once per year. The maintenance of the website is an estimated 2k on a yearly basis.

III.   *Methods of multicriteria decision-making (MCDM) breaking down complex problems into manageable components. A tool used by the COLLECTORS consortium to identify 12 case studies from 242 waste collection systems. (use of method could be part of capacity building workshops or webinars (B.III and B.IV)).*

Status: report published and accessible online

Involved partners: ACR+, VTT

- ACR+: interest in replicating the general principle of collecting information from participants/target audience in the working groups of future projects. Willing to use the developed method, however ACR+ is not interested in maintaining or developing the method further.

- VTT: interest in applying resulting (and perhaps developing further) reports, guidelines, and learnings in future R&D projects and use the knowhow related to applicability of MCDM methods within costumer projects offered to different industries. Also, providing information in the form of a scientific publication (1 or 2 open access publications based on the results and collected material). Willing to support in the further development of MCDM methods and looking for other projects in which the methods can be applied. As an RTO VTT has previous experience with further development of similar methods and learnings from different projects.

IV.   *Analysis of 12 case studies resulting in the identification of good practices and indicators of well-performing systems.*

Status: ongoing, made accessible (online) after finalization (see B.I, II, VI)

Involved partners: ACR+, ZWE, WEEE-forum, Leiden University, VTT

- ACR+: interest in making the resulting factsheets and best practices available for download and using the information for future ACR+ projects and integration in the ACR+ Circular platform. Willing to invest few staff time to make the results available and promote them.

- ZWE: interest in disseminating the case studies to their European audience and utilizing the resulting data, reports, and factsheets in support of their zero waste cities program when delivering policy and strategic support to municipalities. Willing to invest few staff time but very little financial resources to develop the case studies further and disseminate them. ZWE has experience with similar project outputs as it regularly publishes case studies on cities with

good waste management systems. These projects are generally less technical than the COLLECTORS case studies, however the objectives are the same (www.zerowastecities.eu/learn/#best_practice).

- WEEE-forum: interest in helping with the preparation of the materials and using the resulting information/ideas as best practice for their members. Willing to be involved in the further development of the case studies and help with the dissemination of results; distribute project outcomes via their media, post information on their website and circulate information to members. In other EU funded projects WEEE-forum has developed guidelines and final reports which were posted on their website, circulated to their network, cited at conferences, and distributed as paper copies at other similar topic events.

- Leiden University: interest in making the resulting factsheets (part of WP6). The resulting factsheets could be the basis of further research and as such there could be external/additional staff and financial resources to develop the outcome further.

- VTT: interest in the communication and dissemination of case study results towards other projects in which VTT is involved (for which the results could be useful).

(B)   Implementation support

I.   Practical guidelines advising on successful implementation of waste collection systems for local and regional authorities. These guidelines will include factsheets addressing local contexts, detailing potential impacts, and providing practical examples from the case studies (A.IV).

Status: ongoing, made accessible (online) after finalization

Involved partners: ACR+, ZWE, WEEE-forum, Leiden University, VITO, Eurocities, VTT

- ACR+: interest in making the results available online and using the information for future ACR+ projects, training or conferences. Willing to invest depending on the project opportunities to maintain and possibly update the guidelines (depending on costs). Previous guidelines exploited by ACR+ were of main interest in the development of new projects or as a resource for public authorities. Interested parties can ask for the data and/or it can be made available during meetings.

- ZWE: interest in using the guidelines as an internal database (supporting the creation of future tools and resources for work with municipalities) and potentially disseminating the information. Willing to invest few staff time but very little financial resources to continue the maintenance and disseminate the results. ZWE is often disseminating guidelines aimed for cities to develop zero waste strategies (www.zerowatecities.eu/pdf/zero_waste_cities_masterplan.pdf)

- WEEE-forum: interest in using the results to create a toolbox for members (stakeholders) and decision makers (authorities and PROs) specifically in the sector of WEEE collection systems. Willing to invest time and inhouse media to develop the guidelines further and help disseminate them. In other EU funded projects WEEE-forum has developed guidelines and final reports which were posted on their website, circulated to their network, cited at conferences, and distributed as paper copies at other similar topic events.

- Leiden University: interest in the exploitation of guidelines only in case there is a related follow-up project or scientific collaboration.

- VITO: depending on how the produced guidelines will be presented in the project VITO is interested in the maintenance and further development.

- Eurocities: interested in providing support for the guidelines.

- VTT: interest in the communication and dissemination of guidelines towards other projects in which VTT is involved (for which the results could be useful).

II.   3 customized factsheets providing usable waste collectors information for future EU projects.

Status: ongoing, made accessible (online) after finalization

Involved partners: ACR+, ZWE, WEEE-forum, Leiden University, VTT

- ACR+: interest in making the results available online and using the information for future ACR+ projects, training or conferences. Willing to invest few staff hours and use the information for future works mainly. Moreover, the factsheets are publishable if they are of decent quality.

- ZWE: interest in using the factsheets as an internal database to support their work and the development of resources. Willing to invest few staff time but very little financial resources to continue the maintenance and disseminate the results. ZWE is often disseminating similar results aimed for cities to develop zero waste strategies.

- WEEE-forum: interest in using the factsheets since they are involved in other EU projects, such as CEWASTE, that might benefit from this information. Willing to invest few staff time and inhouse media to provide support in the development of the factsheets and ensure the dissemination.

- Leiden University: interest in the exploitation of factsheets only in case there is a related follow-up project or scientific collaboration.

- VTT: interest in the communication and dissemination of factsheets towards other projects in which VTT is involved (for which the results could be useful).

III.   Capacity building workshops (web-based sessions of 20 participants) educating decision-makers in successful waste collection system implementation.

Status: ongoing

Involved partners: WEEE-forum, VITO, Eurocities

- WEEE-forum: interest in creating online meetings in which some of their members might be interested. Willing to invest few staff time and inhouse media to provide support in the development of the workshops and ensure the dissemination. WEEE-forum has previous experience with workshops for EU funded projects such as ORAMA, ProSUM, CEWASTE, etc).

- VITO: interest in providing insights to policy makers on waste collection systems and the role of waste collection with respect to recycling. Willing to invest few staff time to provide support in the development of the workshops and ensure the dissemination. VITO has experience with similar project outcomes via the Eionet and EEA workshops.

- Eurocities: interest in supporting the development of workshops in the form of presentations at the working group meeting waste.

IV.   Capacity building webinars increasing the technical and operational expertise of decision-makers on waste collection.

Status: ongoing, made accessible (online) after finalization

Involved partners: ACR+, WEEE-forum, VITO

- ACR+: interest in making the resource available online. Willing to invest little staff to ensure maintenance.

- WEEE-forum: interest in disseminating the webinars online since topics might be of interest to their members. Willing to invest few staff time and inhouse media to provide support in the development of the webinars and ensure the dissemination. WEEE-forum has previous experience with webinars for EU funded projects such as ORAMA, ProSUM, CEWASTE, etc).

- VITO: interest in providing insights to policy makers on waste collection systems and the role of waste collection with respect to recycling. Willing to invest few staff time to provide support in the development of the workshops and ensure the dissemination. VITO has experience with similar project outcomes via the Eionet and EEA workshops/webinars.

V.   Policy support methods increasing the technical and operational expertise of decision-makers on waste collection.

Status: ongoing, made accessible (online) after finalization

Involved partners: ZWE, WEEE-forum, Eurocities

- ZWE: expect to use the project results to develop policy guidelines for decision makers at the EU levels, for their own policy briefings on best waste management practices and their internal information database. The project outcomes would support the lobbying and advocacy ZWE is doing at the EU level. Willing to invest few staff time and financial resources to continue the maintenance and disseminate the results. The financial contribution depends on the specific opportunity and relevance to the strategic aims/objectives of ZWE. ZWE has experience with lobbying at the EU level and providing inputs to decision makers form EC/EP/council.

- WEEE-forum: interest in disseminating the policy methods online to their members. Willing to invest inhouse media to provide support the dissemination.

- Eurocities: interest in supporting the policy methods.

Integration of the tool in other upcoming projects

Another alternative to exploitation of the web-based platform using external partners is embedding the platform in new and ongoing waste collection related projects. These projects were described in deliverable D6.1. Ongoing projects with overlapping perspectives are listed in the table below.

Project	Exploitable project outcome				waste type	partner involved	start date	end date	status	relevance	coordinator	interest in collaboration?
	web-based platform	library/directory	case studies, best practices or test cases	policy								
CityLoops			x	x	broad waste		01/10/2019	30/09/2023	active	10	ICLEI European Secretariat	yes
CICERONE	x		x	x	broad waste	PNO/ACR+	01/11/2018	31/10/2020	active	10	EIT Klimate-KIC SL	perhaps
OptiWaMag			x	x	broad waste		01/08/2019	31/01/2023	active	10	County Administrative Board of Östergötland	perhaps
SMART WASTE			x	x	broad waste		01/08/2019	31/07/2023	active	10	Agenzia Regionale Recupero Risorse	yes, at Thessaloniki
PROMPT			x	x	WEEE		01/05/2019	30/04/2023	active	8	FRAUNHOFER E.V.	yes, no longer at Thessaloniki
PLASTECO			x	x	plastics		01/08/2019	31/07/2023	active	8	Municipality of Rethymno	yes, at Thessaloniki
EURE				x	CE (broad waste/ municipal waste)		01/08/2019	31/07/2023	active	8	EIXO Atlantico	yes, maybe at Thessaloniki
LCA4REGIONS			x	x	broad waste		01/08/2019	31/07/2023	active	8	Government of Navarre	
POLYCE	x		x	x	WEEE (plastics)		01/06/2017	31/05/2021	active	8	FRAUNHOFER E.V.	yes, at Thessaloniki
CIRCUIT	x		x		built environment		01/06/2019	31/05/2023	active	8	KOBENHAVNS KOMMUNE	
PLastiCity	x		x		plastics		01/08/2019	30/09/2022	active	8	Stad Gent	
CEWASTE			x		CRM	WEEE-forum	01/11/2018	31/10/2020	active	5	WORLD RESOURCES FORUM ASSOCIATION	mentioned in questionnaire, WEEE-forum presenting
WEEE	x		x	x	WEEE		01/09/2017	31/08/2020	active	5	ANCI Toscana	
CHARM			x		built environment		25/10/2018	24/10/2022	active	5	Delft University of Technology	
FCRBE		x	x		built environment		25/10/2018	24/01/2022	active	5	Rotor asbl-vzw	
WASTEMAN	x		x	x	municipal waste		01/07/2018	30/06/2021	active	5	Institute of Fluid-Flow Machinery Polish Academy of Sciences	
CIRC4LIFE	x		x		WEEE		01/05/2018	30/04/2021	active	3	The Nottingham Trent University	
PANORAMA	x	x			raw material	Leiden Uni.	01/01/2019	31/12/2021	active	5	Leiden University	yes, poster in Thessaloniki
URBCON			x	x	built environment (concrete)		25/08/2018	24/04/2023	active	3	Stad Gent	
FORCE	x		x	x	broad waste		09/01/2016	08/31/2020	active	10	KOBENHAVNS KOMMUNE, DENMARK	
CINDERELA	x		x		built environment		06/01/2015	05/31/2022	active	5	ZAVOD ZA GRADBENISTVO SLOVENIJE	
C-Servees	x		x		WEEE		05/01/2016	04/30/2022	active	5	AIMPLAS	
SmartTrash	x		x		broad waste		06/01/2016	05/31/2019	inactive - online	10	Enevo	

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