9. After-LIFE Communication Plan

The IPP is a very complex subject, as it includes so many different tools and instruments, often requiring an expert knowledge, that industries, especially SMEs, find it very difficult to orient themselves and define the correct strategy. LAIPP project was dedicated to the lowering of the existing barriers with an integrated approach to the problem, acting through the involvement of all the principal interested parties: Public Authorities (development of policy measures and promotion of the adoption of IPP in their territory, indirectly and directly through the GPP), industries (development of environmental product innovation processes and communication to the market of the achieved results) and the consulting and technical support structures (that are fundamental to help industry in the IPP process). The project at its end let available to all the industries of the sector the necessary knowledge, tools, databases, best practices, and related services that will facilitate the penetration of IPP in the sector. The results obtained and the really very good and convinced involvement of leader industries of the sector, make us confident that the LAIPP project will continue to improve the results achieve so far.

**After LIFE communication Plan (LAIPP)**

Indicative and potential directions after LAIPP Project

- Research bodies
- Companies of the project
- Technical activities
- Commercial strategy
- Product/Service
- End User

- LCA
- GPP
- EPD
- POEMS

New Products
- New methodologies
- New tools

Input to Education (Universities, RTD centres)
Input to Policy (Public administration and to)
Input to Standards (UNI)

With the schema here above we would like to show how many different directions will have both our exploitation plan and both our communication plan after the end of the LIFE project.
**Future perspective main points**

- We plan to make a strong dissemination campaign among the companies about EPD certification and to see how this label can be effectively useful in GPP procedures, in the context of the project between ENEA-Italian Ministry of Environment.

- We plan also to develop other PCR of product groups of the furniture sector (for example, furniture for schools).

- In Summer 2007 it will be prepared by UNI a Technical Report based on our POEMS standard. This Technical Report will be a reference for the firms and fundamental for its diffusion.

- We will work with a project of the Ministry of Environment, the Furniture District of Pordenone (Veneto) and the Industrial Association of Pordenone, to exploit the experience of the LAIPP project to that territory, in particular for the creation of a national label for furniture.

- Analyse if and how the POEMS can be use in GPP procedures, in the context of the project going on with ENEA, Cosmob and the Marche Region on this issue.

- ENEA is participating to a project with the Ministry of Environment and Consip for the development of criteria to be introduced in call of tenders of some industrial sectors, among with office furniture is one of the most important. For this reason we plan to work together, to put in practice the experience and results of the LAIPP project. We also plan to make another meeting with the participants of the GPP laboratory to discuss the opportunities for the territory of GPP implementation.

- The LCA results will be useful also, regarding office desks, in the development of criteria for GPP and for Ecolabel (still under discussion). We are in contact with the Ecolabel-Ecoaudit Competent Body and with the Ministry of the Environment for the GPP project.

- For the sector specific database we had contacts with another similar initiative (in Norway) and discussed on how we can exchange our experiences. We are planning also about the update of the database (and consequently eVerdEE) with an agreement in particular between ENEA and COSMOB;

- We plan to diffuse as much as possible EPD for office desks and for aspiration hoods (Elica will probably certify one of their products).

- We will also analyse the role of EPD in GPP, in the project of the Ministry of the Environment about GPP, to which ENEA takes part.

After the project, TESPI can be tested within other companies, characterised by different dimensions and production typologies, to understand its applicability within the wood furniture sector and in the POEMS model, critical aspect and achievable results.