European awareness raising campaign for an environmentally sustainable olive mill waste management (LIFE07 INF/IT/438)

Name of deliverable:
After LIFE Communication Plan

Code of the associated action
Action 8

Beneficiary responsible for implementation:
ISRIM
EUROPEAN AWARENESS RAISING CAMPAIGN FOR AN ENVIRONMENTALLY SUSTAINABLE OLIVE MILL WASTE MANAGEMENT

AFTER-LIFE COMMUNICATION PLAN

"Nature does nothing in vain." Aristotle
THE PAST: FROM JANUARY 2009 TO DECEMBER 2011
THE ACTIVITIES CARRIED OUT BY OLÈICO+

Transform the olive mill residues from waste to by-products is currently possible by using eco-innovative technologies. Most of these technologies, already working at least in pilot scale, never entered the marketplace because of multifaceted obstacles like legislative barriers and the lack of information and awareness at the operator level. Oleico+ awareness raising campaign has given a significant contribution to help overtaking the majority of these obstacles, aiming not only at rising concern among the stakeholders on the environmental and economic troubles of the olive oil industry, but also to inform all the operators about interesting technical solutions able to provide direct and indirect environmental, economic and social benefits.

METHODOLOGY: the Olèico+ problem solving approach

Oleico+ project started with a thorough investigation about the available demonstrated field-tested technologies developed in EU and not-EU Countries for the disposal/treatment of olive by-products. By using questionnaires distributed to technology owners, technical, economic and environmental details were gathered and were used for ranking the technologies. At the same time, a study defining the main olive-cultivated areas in Europe and the types of plantation which are commonly used, was performed. The collected information were related to the climate and geographical features of Portugal, Spain, Italy and Greece. The environmental legislations regulating the management of the olive waste at both European and national level were collected and compared. Finally, technical, economical, environmental and legislative data were evaluated and all the information regarding the top 10 technologies were included in technical sheets. The central message of the awareness raising campaign, the strategy of the campaign, the Brochure and the DVD were defined and distributed to the partners for the translation.

After the aforesaid preparatory actions, the four awareness raising campaigns started and involved both stakeholders and entrepreneurs. Meetings and consultations were arranged by the partners in their Country and a common effort was done in order to improve the national and environmental legislation creating a pipeline between the regions and the four European Countries as well.
After-LIFE communication plan of the Project Olèico+ (LIFE07 INF/IT/438)

PARTNERS & COUNTRIES INVOLVED
- ISRIM - Istituto Superiore di Ricerca e Formazione sui Materiali Speciali per le Tecnologie Avanzate, Terni (IT)
- AEMO - Asociación Española de Municipios del Olivo, Córdoba (ES)
- LNEG - Laboratório Nacional de Energia e Geologia, Lisbona (PT)
- TU-Crete - Technical University of Crete, Chania (GR)

MAIN OBJECTIVES
- Raise the awareness of the public authorities and the olive mill owners
- Foster the innovation in the olive mill waste management
- Provide national and European policy recommendations
- Disseminate project results

COMMUNICATION TOOLS
- Project website: www.lifeoleicoplus.it
- Brochure
- DVD
- Stakeholders consultations
- Meetings with the olive mill owners
- Poster and oral presentations
- Traditional mailing
- E-mails
- Telephone calls
- Articles on specialized magazines
- Conferences and fairs participations
- Press cuttings
- Layman’s report
- Networking with other national and EU initiatives.
- 4-day international workshop

MEETINGS and CONSULTATIONS
RESULT

- 102 meetings with stakeholders and olive mill owners
- 2257 people attending meetings
- About 200 displays of interest for the selected technologies by the olive mill owners
- More than 7 plans that will be put in operation
- More than 20 national and international publications
- 6834 visits to the website by 4936 unique visitors during the project lifetime
- Policy recommendations submitted to the competent authorities (National Ministries and European Commission)

CONTRIBUTIONS TO THE ENVIRONMENTAL POLICY AND LEGISLATION

Policy recommendations have been prepared by the Oléico+ partnership and submitted at National and EU level in order to provide contributions to the law implementation and possible solutions to remove the identified barriers to the eco-innovative technologies. 

ENVIRONMENTAL BENEFITS

- Resources recovery and reuse: organic carbon, Phosphorous, Potassium, water and energy
- No pollution
- Low environmental impact of the residues

SOCIAL AND ECONOMIC BENEFITS

- Innovation of the olive oil sector
- Employment development
- Development of service providers for the analytical and technical process monitoring
- Working condition improvement
- Health benefits for people, as an outcome of the environmental benefits
- Decrease of disposal/treatment costs of the olive mill residues
The Future: From 2012 to 2015

Dissemination and Communication Actions

- **Information among the olive mill owners.** Since all the partners of Olèico+ project are experts in both olive sector and agro-industrial waste management, the information and communication activities started with Olèico+ project will be kept on through face-to-face meetings, workshops and conferences. Moreover, the Olèico+ staff will constantly monitor national/local/European funds or bulletins, informing and helping the olive mill owners in applying for founding in order to introduce into the market the selected technologies. (budget: 5k€)

- **Information among the stakeholders.** Periodical meetings and internet conferences will be organized with the stakeholders contacted during the project with the purpose to find concrete solutions for applying the selected technologies. Besides, all the partners will carry on actions related to national and European law implementation by promoting the introduction of Olèico+ selected eco-friendly processes in the current legislation. (budget: 1k€)

- **Database.** The database of the available technologies will be updated at the time of new technologies face the market (budget 0.5 k€).

- **Network with other life projects.** Networking activities with other LIFE+ and FP7 projects dealing with the olive waste management or, generally, the agro-industrial waste management will be carried out by the Olèico+ partners (Budget 0.5 k€)

- **Project website.** The Olèico+ website will be maintained on an ongoing basis by ISRIM with the contribution of all the partners, providing news and information on technical advances and policy implementation. Conferences, workshops and other events related to the OWM will be properly advertised as well as technical, economic and legislative information will be given under request through the info address of the project website (info@lifeoleicoplus.it). (budget: 3k €).

- **Dissemination material.** The dissemination material – brochures, DVDs, law implementation proposals – will be available to both stakeholders and olive mill owners under request (budget: 1 k€).

- **Study tour.** Visits to the demonstration plants will be arranged by Olèico+ partners for the olive mill owners displaying interest to apply the selected technologies (Budget 1 k€).

- **Participation to fairs and conferences.** Participations to international and national fairs and conferences will be evaluated to disseminate the Olèico+ project results. Forthcoming events: Santarém 5-8 June 2012, Patras, Greece 12-13 June 2012. Budget (6 k€).
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