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WORK PACKAGE 8: DISSEMINATION AND COMMUNICATION

OBJECTIVES

The aim of SLIM work package 8 is to facilitate the communication between SLIM and external related stakeholders as well as to properly disseminate the project achievements.

PROJECT PROGRESS AND INTERIM RESULTS

The objective to facilitate the communication between SLIM and external related stakeholders as well as to properly disseminate the project achievements involved drafting and implementing a communication and dissemination plan, producing project identity means (e.g. project logo, project flyer and brochure, posters, etc.), establishing a project website and social media representations as well as first steps to initiate and establish stakeholder interaction activities. All this resulted in a kind of Gantt chart for the activities foreseen.

SETTING UP A COMMUNICATION AND DISSEMINATION PLAN

This activity was focusing on the implementation of an effective and wide-reaching information distribution campaign. A communication and dissemination plan has been elaborated, including the following means: SLIM logo, the project website, SLIM representation in social media (Facebook, Twitter), an initial project brochure/folder, SLIM posters, press releases and a SLIM promotional video (in English, German and Spanish).

All multimedia material produced is available for download on the project web site. All communication material was produced in English. A Spanish and a German version of the brochure is in production for use in stakeholder events in the mining regions.

STAKEHOLDER INTERACTION

This activity will ensure that all those parties interested in the SLIM project are kept informed of any new developments and relevant events and encouraged to take part. The following activities have been carried out so far: Issuing a SLIM Newsletter (more than 860 stakeholders reached), a SLIM booth desk and roll-up has been produced for use at various events, and the organisation of and participation in many events in order to establish the best communication with SLIM's stakeholders.

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SLIM project has received funding from the European Union's Horizon2020 research and innovation programme under grant agreement no 730204.





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BEST PRACTICES COMMUNICATION WITH STAKEHOLDERS TAILORED FOR EU CONDITIONS

This activity will start later in the course of the project.

EARLY AND OPEN COMMUNICATION WITH NEIGHBOURS AND LOCAL COMMUNITIES

This activity is running in close collaboration with WP10. It turned out more and more in the recent past that the so-called "Social Licence to Operate" (SLO) can only be obtained, when involving local communities and the society in general in the development process. SLIM foresees such activities in the context of the public validation of the project achievements. We will organise workshops at at least two specific sites where SLIM results might be implemented. Reliable, objective and easy-to-understand information will be provided to the local stakeholders (preferably in local language). Basing on this information, the workshop should try to bring the across messages that will help to reconcile with the local communities and finally obtain the SLO.

TWO-WAY COMMUNICATION AND COLLABORATIVE MASS MEDIA COMMUNICATION

A "press bureau" has been established, which will be the communication interface to all (mass) media. All media inquiries will be channeled through this gate. The press bureau has already collected a list of some 300 media contacts. They will be used for media communicated of whatever form.

A graphic containing information about the SLIM project. It features the SLIM logo, the website URL, social media handles, contact information for the University of Madrid and MINPOL GmbH, and a photograph of a mining site. The text describes the project as a sustainable low impact mining solution for small mineral deposits.

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SLIM
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Sustainable Low Impact Mining solution for exploitation of small mineral deposits based on advanced rock blasting and environmental technologies

Robotic system used for quality management of the final product in the Eszberg mine. © VA Erzberg, August 2020.