



FOSTERING INDUSTRIAL SYMBIOSIS FOR A SUSTAINABLE RESOURCE
INTENSIVE INDUSTRY ACROSS THE EXTENDED CONSTRUCTION VALUE CHAIN

Final Dissemination Report

ACR+

D9.3: Final Dissemination Report

WP 9, T 9.1 Dissemination strategy

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¹ PU = Public

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0 Summary

The first version of the Dissemination plan was published on February 2016. Over the 4 and a half years of the FISSAC project, the project partners defined dissemination goals and implemented several activities of dissemination, with the support of ACR+ as Dissemination leader.

After an introduction, the first part of the report shows the activities and the results achieved during the three reporting periods:

- The first dissemination report was finalized on the 18th month (February 2017). The partners focused on the basic aspect of the Dissemination Plan, mainly the definition of the objectives, the targeted audience and the key messages, the project visual identity and communication toolkit, designing the dissemination materials, methods of dissemination, timing and planning of dissemination activities as well as evaluation plans for the implemented dissemination activities;
- The second report analysed the following 18 months and was finalised on August 2018. In this period the partners organized and attended several workshops, conferences and events mainly disseminating the results concerning laboratory and pre-industrial scale activities. Furthermore, the website was enriched by many contents and features.
- The third reporting period ends with the end of the project on February 2020. The last period was characterised by the dissemination of the results of the Case Studies, the Living Labs and finally, the organisation of the Final Conference.

The second part of this Final Dissemination Report collects the total results of the dissemination activities that has been implemented during the whole project in relation with the indicators defined in the Dissemination plan (Deliverable 9.1).

Introduction

The FISSAC project involved different stakeholders to build a model to overcome the challenges of making industrial symbiosis wide-spread in the commercial reality. The Dissemination Plan has been crucial to guide all the actors and stakeholders involved in FISSAC, across all the construction and demolition value chain.

The objective of the dissemination plan is to strengthen the overall impact of the project, specifically:

- raise awareness about new models of industrial symbiosis to create a zero-waste approach for the construction supply chain and energy intensive industries;
- reach out to target groups at regional, national and international level and engage them to establish actions towards industrial symbiosis networks;
- optimise outreach and disseminate project results to a maximum of local and regional authorities in Europe.

The specific project results to be disseminated have been:

- new FISSAC model covering the FISSAC Industrial Symbiosis scenario;
- methodology covering the procedure to implement the FISSAC scenario;
- software platform supporting the methodology implementation.

The goal of the communication campaign is to strengthen the overall impact of the project by:

- transferring the findings to other relevant contexts;
- integrating them to the broader European context;
- allowing a holistic exploitation of project results;
- announce and promote events, news and project initiatives.

Target audiences

The project is targeted at a wide audience: first, the companies and organisations that can have a direct benefit from the implementation of FISSAC outputs and in particular the new FISSAC model (primary targets).

More specifically:

- companies involved in the construction and demolition sector;
- public authorities in particular at local or regional level;
- environmental companies collecting and storing waste streams;
- recyclers;
- material federations;
- product manufacturers using secondary raw materials from the construction and demolition sector;
- research centres;
- consultancies and facilitators;
- certification institutions.

The project secondly targets other relevant stakeholders who are interested in the project outputs:

- members of European platforms (e.g. Climate KIC);
- European, national and regional policy makers;
- a wide European Industrial Symbiosis research community;
- Network of national contact points (NCPs) for the climate and environment programme;
- Consumers and citizens groups.

For more information on target groups and identified stakeholders, please refer to D1.1. 'Stakeholders network' and D1.4 'Social strategies for FISSAC: Definition of target social groups'.

The communication tools have been primarily available in English and translated where needed in the various languages of the partnership, aiming to target regional and national key stakeholders at meetings, webinars and other regional workshops.

Communication channels

The first section of this report will analyse the 3 Reporting period individually, reporting on the main communication channels used during the project.

Website

The website www.fissacproject.eu was launched on 15th of January 2016.

The website was designed by a subcontractor and has been managed by ACR+. It has been dynamic and interactive in order to ensure a clear communication and wide dissemination of project news, activities and results. The website has a primary importance due to the expected impact on the target audiences.

The reports analysed the number of sessions which, according to Google Analytics, is the period time a user is actively engaged with the website.

Social media

The project has been disseminated through two main social channels: Twitter and LinkedIn using two keywords: #fissacproject and #FISSAC. At the beginning of the project, the Consortium decided to do not create a new account dedicated to FISSAC, to take stock of the already well-established network of the partners.

The number of tweets and posts per reporting period gives a clear view of the active role of FISSAC in the social media. It has been decided to use the indicator of reactions to the tweets and posts published with that hashtag. A reaction can be a like, a retweet or a comment. This indicator shows the interest of the audience even more than the general impression. The reactions are related to those users who stopped to read the tweet or the post and took the time to retweet it on the own personal account, or even to comment it.

Furthermore, it looks important to show a second important indicator that is not cited on the dissemination plan but gives a clear picture of the audience that FISSAC has been able to reach: the followers. Focusing only on Twitter, each reporting period, through the tweets published both by the FISSAC partners and external users, reached a very high number of followers, which means a very wide audience which at least heard about FISSAC.

Newsletter

Eight newsletters have been sent out throughout the duration of the project (every six months, starting from June 2016). With a tailored lay-out, the newsletter was developed in English.

The subscription to the newsletter was promoted via the website and via the involvement of stakeholders by all partners.

Even if ACR+ was in charge of compiling the information, all partners contributed to give contents to the newsletter. All eight newsletters focused on the project latest developments, past or ongoing activities, relevant policy context as well as the presentation of the partners.

Events and conferences

Partners organised and took part to several events and conferences which have been the opportunity to present FISSAC and to involve new stakeholder in the project. The final results of FISSAC have been presented at the Final Conference hosted in Brussels on 29 January 2020.

A series of regional seminars were organised in each of the participating countries/ regions. The following partners were in charge: Symbiosis in Spain, RINA in Italy, Ekodenge in Turkey, BG in the UK, RISE in Sweden, Geonardo in Hungary, FENIX in Czech Republic and OVAM in Belgium. The seminars were organised in conjunction with important tasks in each country.

Webinars

ACR+ has been in charge of organising four training webinars, one per year as part of the training plan. Each webinar was followed by an average of 25 participants. Furthermore, the recording of the webinars were uploaded on the website. The webinars analysed the project from different point of view, highlighting the FISSAC model, the social acceptance, the results of the case studies and the platform.

Videos

Online video sharing has been proven as effective way for disseminating information, particularly for making latest research accessible to different target audiences and easier to explain. With this purpose, FISSAC project launched several videos not only on the website but also sharing them through the social media channels of the Consortium.

1 First reporting period

The main dissemination activity of the first period was the Deliverable D9.1 “Dissemination plan”, which was submitted on month 6 and includes its objectives, target audience and key messages, the project visual identity and communication toolkit, dissemination materials, methods of dissemination, timing and planning of dissemination activities as well as evaluation plans for the implemented dissemination activities.

1.1 Website

The website www.fissacproject.eu was launched on 15th of January 2016. The website was designed by a subcontractor in accordance with the FISSAC visual identity and has been managed by ACR+. It aims to be dynamic and interactive in order to ensure a clear communication and wide dissemination of project news, activities and results. The website is of primary importance due to the expected impact on the target audiences.

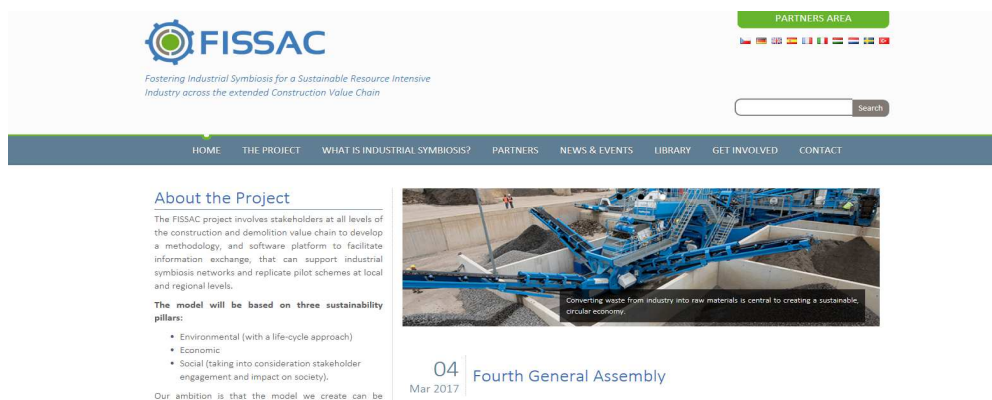


Figure 1. Home page of the website in the First reporting period

The website was the primary communication channel of the project and therefore was updated regularly with clear and concise information to encourage social acceptance of the project. It contains 8 sections:

- Home;
- The project;
- Living Labs;
- Partners;
- News&Events;
- Case studies;
- Library;
- Get involved.

Furthermore, it was translated in the languages of the project partners. The availability of the website in multiple languages further emphasised the holistic nature of Industrial Symbiosis and helped facilitating the cooperation between different companies.

On this first reporting period, the partners published 11 news mainly related to meetings, the first newsletter, the participation of the partners to national and European events to disseminate the objectives of the project, and the first webinar. At its very beginning, the website reached a total of 676 sessions.

1.2 Social media

Social media such as LinkedIn, Twitter, and Facebook were used at varying degrees between partners. In total 136 messages were posted on social media, though the impact is far reaching.

For the 24 tweets by ACR+, there were 329 engagements (direct interactions with the tweets, for example by clicking on the likes), and a total of 20,861 impressions (the impression of a tweet is the number of users who read it – this amount was added up for all tweets about the project using the hashtag #FISSAC). This example is given for ACR+, which has 1718 followers on Twitter, but partner social media accounts range between 7 and 10,332 followers – an indication of how this information can vary across the consortium.

In Twitter, thanks to the accounts which published content about FISSAC using the common hashtag, the project reached 143 retweets, 99 likes and **43,773** followers.

1.3 Newsletter

Two project newsletters were published, in [June](#) and [December](#) 2016. Published each semester, the newsletters provided a summary of the project progress and allowed to focus on specific material streams. At the launch of the second newsletter, there were 86 direct subscribers, and the newsletters were sent by ACR+ to 545 people (FISSAC partners & ACR+ members), then it was also relayed by various other partners such as Símbiosy, Ekodenge, Fenix, and Geonardo.



FOSTERING INDUSTRIAL SYMBIOSIS FOR A SUSTAINABLE
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CONSTRUCTION VALUE CHAIN

Newsletter N °1 – JUNE 2016

Welcome to the first newsletter of the FISSAC project!

The **FISSAC project** involves stakeholders at all levels of the construction and demolition value chain to develop a methodology, and software platform, to facilitate information exchange that can support industrial symbiosis networks and replicate schemes at local and regional levels. FISSAC will demonstrate the applicability of the new industrial symbiosis model as well as the effectiveness of the processes, services and products at different levels. The project brings together 26 partners from nine countries and is coordinated by Acciona Infrastructures. More information on the project itself can be found at: www.fissacproject.eu.

Browse the newsletter to find out more about the latest progress since the project kick-off in September 2015 and see how you can get involved in future project activities.



Figure 2. First newsletter

On the first newsletter, ACR+ selected the flat glass as addresser of the special report' section, while the steel took its special place in the second newsletter.

SPECIAL REPORT: STEEL



Europe is the cradle of the world's steel industry. In 2015, EU steel production was 166 million tonnes (source [Eurofer](#)), destined for the construction sector (33%), automotive (19%), mechanical appliances (15%), metal products (14%), tubes (11%), household appliances (3%), transport (3%) and other sectors (2%).

Out of all this steel, 60.6% was produced with the Iron-making technology. This manufacturing process takes the starting materials (iron ore, coal and fluxes) through a series of processes in order to obtain pig iron as the intermediate product and finally, steel as the finished product. The remainder 39.4% comes from electrical steel production technology that produces steel through electric arc furnaces, or recovering and transforming scrap metals from various sources (demolition, processing wastes, scraps, etc.) to obtain new steel. The latter technology falls fully within the logic of circular economy. It is increasingly engaged in the research of technologies and processes to reduce consumption and to recover scraps in order to put them back into the production cycle.

Figure 3. Special report of the second newsletter

1.4 Events and conferences

Project partners were involved in dissemination at various levels of implication across the partnership. Among the others, Acciona organised an international Workshop on 22 November 2016 in Madrid. In order to catch the attention of a wide audience, the workshop was entitled "[Trends and Opportunities in the Construction Sector](#)", and speakers from FP7 and H2020 Projects were invited together with other talks which were out of the framework of European-funded projects.

International Workshop

"Trends and opportunities in the construction sector"

Madrid, Spain. November 22, 2016



Figure 4. International workshop "Trends and Opportunities in the construction sector".

The partners organised 8 workshops with the common aim of disseminating the project among regional and local stakeholders. Furthermore, the participation to a more than 50 events, among conferences and workshops, shows the importance given to the building of a strong network with other projects and actors interested and busied in the industrial symbiosis.



Figure 5. FISSAC partners at international events

1.5 Webinar

The first Webinar was organized on 23 February 2017 on “Industrial Symbiosis Tools and Best Practices”. The webinar included an introduction to the FISSAC tool that was at that moment still in progress. The participation in the webinar was high, with 56 attendees and the discussion was active.

86 people had initially registered to the webinar, and with their registration link they had the possibility to access to the recording video. Around 25 people viewed the webinar video after the event. So far, 48 people have watched the video using the [link](#) available on the website.

2 Second reporting period

The second reporting period summarised the activities from March 2017 to August 2018. It constituted the central phase of the project, when the partners started to reach some results and the main objectives were getting stakeholders and creating synergies with other projects.

2.1 Website

The website was translated and it gained dedicated sections for each living lab. In this way, partners started to have the possibility to write news about their living labs. News were regularly added to the website to keep it dynamic.

Living Labs



What is a living lab?

A living lab (LL), in contrast to a traditional laboratory, operates in a real-life context with a user-centric approach. The physical and/or organisational boundaries of a living lab are defined by purpose, scope, and context. The scope, aims, objectives, duration, actor involvement, degree of participation, and boundaries of a living laboratory are open for definition by its participants. A living laboratory could thus be established on a street, in a house, within an organization, or include a whole city or industry, depending on the project.

The notion of living laboratory was first proposed by Prof. William Mitchell at MIT Media Lab as:

Browse FISSAC Living Labs

General description

Belgium

Czech Republic

Germany

Hungary

Italy

Spain

Sweden

Turkey

United Kingdom

LIVING LABS HOMEPAGE

CONTACT US

Figure 6. Tailored section on Living Labs in the website

In the second reporting period, 42 posts were published, mostly available in English with the occasional translation, though some were only posted on another language version of the site. There have been 8,337 visitors, 14% as returning visitors, while 86% were new. The middle goal of 2000 views have been highly overcome with 11.728 sessions.

2.2 Social media

During the second reporting period, there were 46 tweets about FISSAC using the defined hashtag. Furthermore, it is worthy considering 23 tweets about FISSAC project without using the hashtag #FISSAC. Only counting the reactions on Twitter, the project reached 154 retweets and 215 likes (when the second reporting period was built). The total number of followers related to the accounts that tweeted about FISSAC is 10552.

2.3 Newsletter

Three newsletters were sent in this reporting period, in [June 2017](#), [December 2017](#), and [June 2018](#). The latest one was sent to 263 subscribers, plus the ACR+ members. They highlighted the success of the living labs while the special reports focused on the eco-cement and green concrete, the wood polymer compensates, and the ceramics.

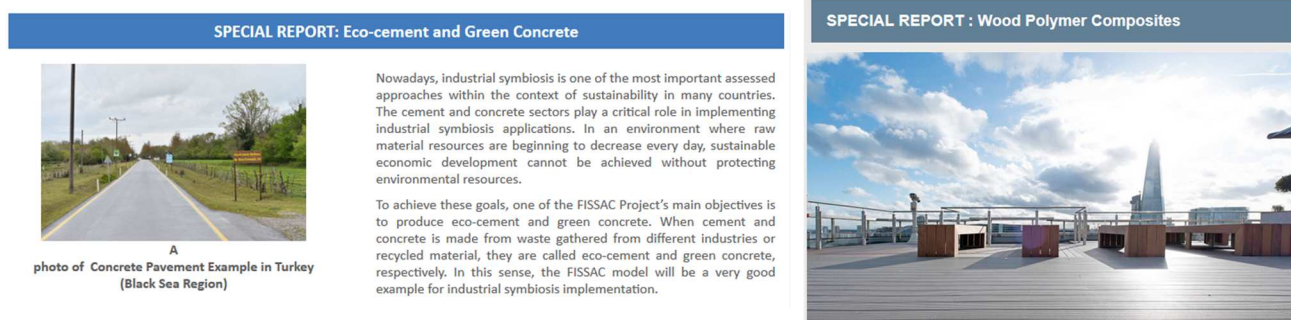


Figure 7. Special reports of the third and fourth newsletters

2.4 Events and conferences

Analysing the information provided by the partners regarding the events, it is worthy noticing different schemes, approaches and targets, maximizing the Project effectiveness dissemination. Various partners spoke at conferences or presented a FISSAC poster at trade fairs. But other, less usual events also took place.

One of the partners at CSM met 80 students (14-19 years old) at a scientific lyceum to give a training on the steel industry and its environmental impact. This event took place in April 2017. The idea was to illustrate the complexity of high-quality steel production whilst preserving the environment. The project was a key part of the presentation and the final message was the importance of industrial symbiosis as the basis for circular economy. Student feedback was very positive, as this gave them concrete examples of career paths and made them discover the concepts of circular economy and industrial symbiosis.

Another event worth describing for the original and creative approach is the Pitch Event organized by ACCIONA in June 2017, titled "[World Circular Economy Forum - EASME Promoting Green Investments: Matchmaking opportunities for SMEs and EU-funded Projects in the Circular Economy](#)".

RINA, as well as British Glass, Simbiosy and other partners, during the reporting period was quite active organizing workshops and meetings on various themes, as part of the Living Lab.

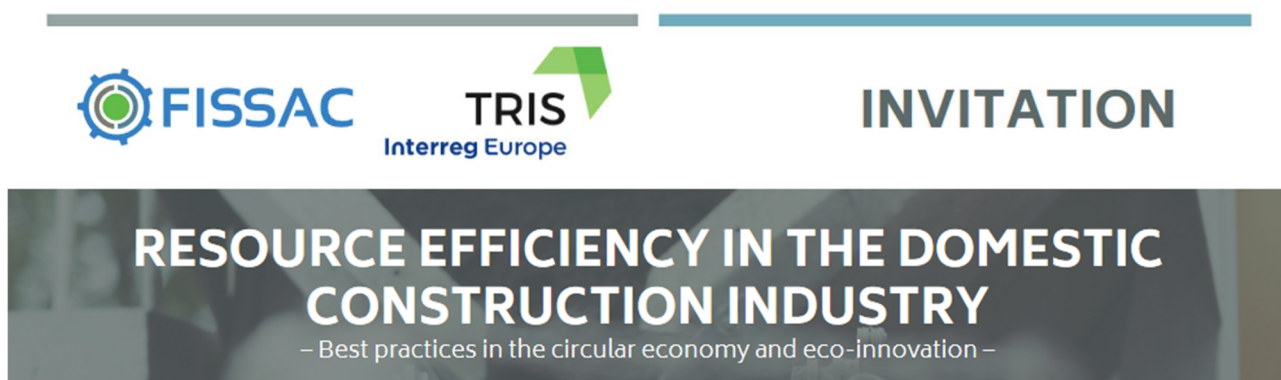


Figure 8. Dissemination of events and Living Labs

On March 2018, ACCIONA held a [summit](#) with representatives from the China Academy of Building Research and the National Centre for International Research of Low-carbon & Green Buildings. This event was the perfect opportunity to get to know each other's potential and look for possible collaboration.



Figure 9. Acciona presented FISSAC during a summit with representatives from the China Academy of Building Research

GEONARDO took part in the [Construma Fair](#) (April 2018), presenting the FISSAC project. Other partners, during the reporting period, presented the FISSAC project in trade fair (FENIX), giving the opportunity to the private sector, but also public authority and civil society to be aware about the project.

2.5 Webinar

The second webinar was held on 31 May 2018 and it was focused on [social aspects and impact of industrial symbiosis](#). The speakers were from the scientific field (Fredrik Björk, Malmö University), a consultancy company (Elke Roetman, Partners for Innovation), a research institute (Julia Jonasson, Research Institutes of Sweden) and a public waste agency (Arianne Acke, OVAM).

During this webinar, the 40 participants got to know more about:

- Sustainable Development Goals (SDGs) and how there are related to industrial symbiosis;
- The holistic approach of the SDGs and the interconnected goals;
- A guide for developing Living Labs;
- Industrial Symbiosis: going beyond technical cooperation



Figure 10. Cover of the second webinar

So far, 29 people watched the recording video following the [link](#) available on the website.

3 Third reporting period

The final reporting period goes from September 2018 to the end of the project (February 2020). As last phase of the project, this period was characterised by the dissemination through the communication channels of all the results achieved.

All the statistics reported in the following paragraphs are updated until Monday 17 February 2020.

3.1 Website

During the last reporting period, the section on the case studies was fulfilled with photos and news thanks to the content provided by the project partners responsible both of the pilots and case studies. Furthermore, the last living labs have been added to the website. The videos have been used to disseminate not only the general information of the project, but even to better explain the results of the case studies and to launch the platform.



Figure 11. Home page of the website

From September 2018 to February 2020, 46 posts have been published. Some of them have also been translated in the other FISSAC languages, especially the ones related to regional activities and events.

The website overcame the 27.000 sessions and reached 20.902 users (more than 87% as new users).

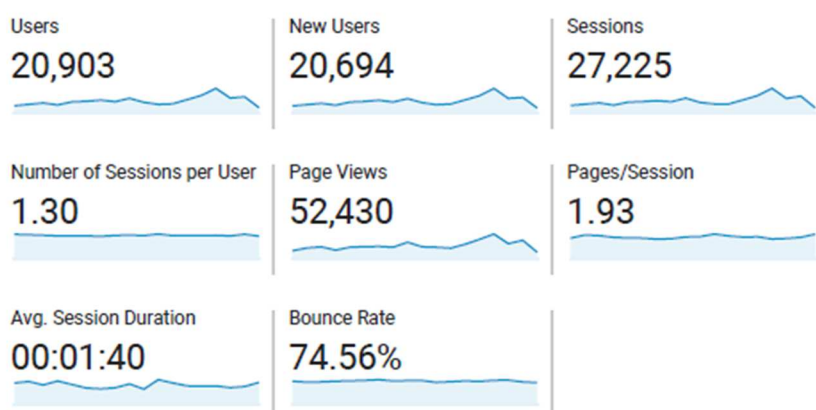


Figure 12. Statistics from Google Analytics

As noted during the previous reporting periods, the visitors of the website are globally spread. The average of nationalities involved is higher in the countries where the FISSAC partners are located, even if it can be observed a high interest coming for Mexico and USA.

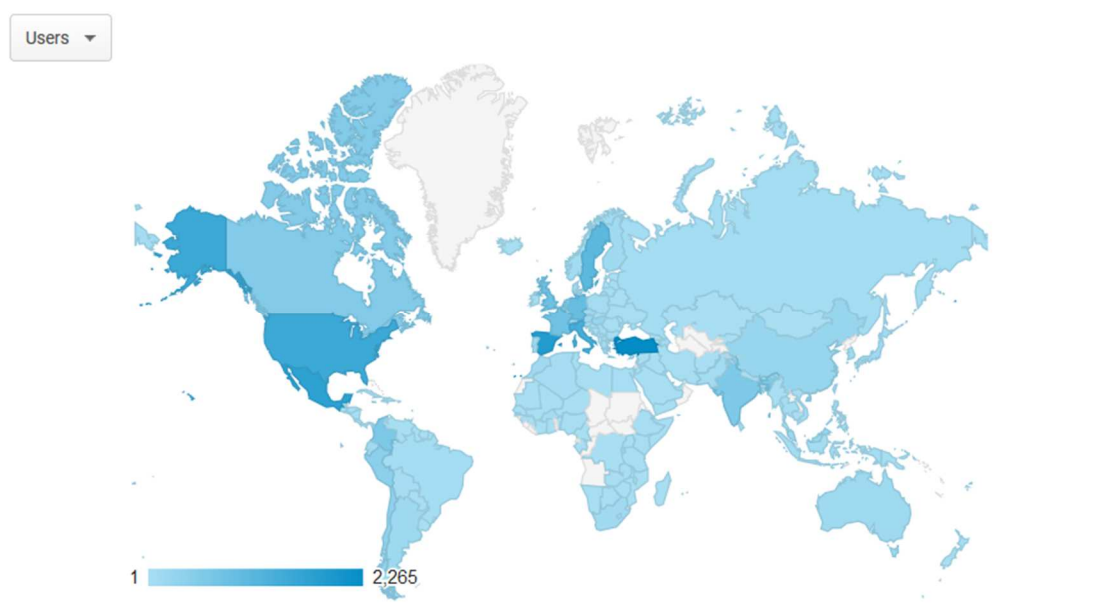


Figure 13. Geographical distribution of users

3.2 Social media

The FISSAC project was strongly integrated in the social media thanks to the several tweets made not only by FISSAC partners but also by external people interested or somehow involved in the project.

In the last 17 months, the hashtag #FISSAC was used more than 100 times, collecting 174 Retweets and 442 likes. Some users preferred to use the hashtag #fissacproject generating 13 more tweets, 41 retweets and 68 likes. On this reporting period, the visibility of the project was very high in Twitter reaching a total of 90,635 followers.

The majority of the tweets were related to the biggest event of the project: Final Conference. Collecting the data only from the ACR+ twitter's account, the tweets about the Final Conference got more than 9,200 impressions and more than 100 engagements. These data show the high interest generated for the event and the relative dissemination.

It is also interesting to quote the data collected from LinkedIn, which, with 29 posts, gave to FISSAC other 155 reactions between likes and comments.

3.3 Newsletter

The last three newsletters have been sent during this reporting period, reaching 323 subscribers² with the last one.

SPECIAL REPORT: ECO-CEMENT



The newsletters focused on the last results of the project, the [FISSAC model](#) and the [case studies](#).

All the newsletters have been uploaded on the website.

SPECIAL REPORT: THE FISSAC MODEL



SPECIAL REPORT: THE FISSAC CASE STUDIES



Figure 14. Special reports of the last three newsletters

3.4 Events and Conferences

FISSAC partners participated in 19 events and conferences organised by others bringing the results of FISSAC as example of industrial symbiosis processes implemented at European level. On the other hand, 9 regional living labs were organised to involve the regional and national stakeholders in 5 different countries.

² The current number of subscribers is 329.



Figure 15. Living Lab in Madrid

On the table below, a list of the external events in which FISSAC partners were involved is shown.



Figure 16. International and national events attended by FISSAC partners

Table 1 – Events attended by the partners to disseminate FISSAC at EU level

Relevant events, conferences, workshops, seminars organized by others in which FISSAC participates at European level			
Name of the event	Location	Date	Partner involved
ECOBINDER final public workshop	Treviso, Italy	20/09/2018	FENIX
Italian Business and SDGs Annual Forum	Matera, Italy	11/10/2018	RINA
WCEF 2018 - EASME conference	Yokohama, Japan	24/10/2018	RINA
INDTECH Congress	Vienna, Austria	29/10/2018	RINA
22nd edition of Ecomondo	Rimini, Italy	07/11/2018	RINA
The 8th ECTP open Conference	Brussels, Belgium	13/11/2018	FENIX
16th Waste Prevention Conference	Barcelona, Spain	21/11/2018	Simbiosy
Recycling Technology and Industrial Symbiosis towards Circular Economy	Roma, Italy	12/12/2018	RINA
Harmoni Summit		17/01/2019	ACR+
WRF 2019	Antwerp, Belgium	25/02/2019	RINA, OVAM and ACR+
European Energy Efficiency Conference	Wels, Austria	28/02/2019	RINA
World Circular Economy Forum 2019	Helsinki, Sweden	04/06/2019	Acciona and Geonardo
ACR+ General Assembly	Dublin, Ireland	13/06/2019	ACR+
Circular Economy Workshop "Shaping the Green Leaders of Tomorrow"	Madrid, Spain	30/07/2019	Acciona
Two-day international conference by EREK	Brussels, Belgium	26/09/2019	Geonardo
Public workshop within the SAIE fair	Bari, Italy	24/10/2019	FENIX
H2020 URBANREC Final Conference	Brussels, Belgium	06/11/2019	ACR+
23rd edition of Ecomondo	Rimini, Italy	07/11/2019	RINA and ACR+
PARADE seminar	Brussels, Belgium	19/11/2019	OVAM

The Final Conference was the main event organised by the Consortium. It took place in Brussels on 29 January 2020. It was a great opportunity to discuss the topics that were analysed and investigated towards more than four years of hard and exciting work.



Figure 17. The working tables at the FISSAC Final Conference

A traditional and static conference was avoided, choosing instead for a participative and dynamic event. The participants could get an overview not only on the FISSAC results but also on the current EU agenda regarding industrial symbiosis and the future opportunities of funding.

The Final Conference hosted also the official launch of the FISSAC platform with a first live session which had the purpose to encourage the interested people to become users of the platform and to give relevant feedbacks to even better improve the tool.

Seven hosts managed 3 rounds of conversations (or Conver-stations) on seven different stories related to the industrial symbiosis, such as the role of the local authorities, other ambitious projects, the future of the glass in the buildings' sector and the social acceptance of industrial related projects. The participants could choose three stories they were more interested in and each host moderated three sessions of conversation around the specific story. Each Conver-station was a safe space not only to listen but also to put on the table new and personal perspectives.



Figure 18. The ConverStations of the FISSAC Final Conference

Finally, four external speakers represented the perspective of the EU Commission, the regional authorities, the social sciences and the different stakeholders involved in the Living Labs. Their contribution has been central to guide the last session of the event, where the participants worked in small groups to elaborate on recommendations and messages to foster the industrial symbiosis in all the industrial value chains around Europe.

The Final Conference ended leaving the participants with some new knowledge, a new perspective, new ideas and new contacts to work more on spreading the industrial symbiosis and circular economy's pillars. Representatives of public authorities, private companies, universities, NGOs, or just people interested in the circular economy took part in the event, for a total of 60 participants.

ACCIONA prepared promotional material of FISSAC project for the Final Conference and each of the participants was given a bag with FISSAC logo, a book and a leaflet.



Figure 19. Dissemination material provided by Acciona and samples of the new materials implemented in the case studies

3.5 Webinars


In this last phase of the project, two webinars have been organised with the support of ACR+.

The first webinar was titled [*Pre-industrial and industrial demonstrations*](#) and took place on 15 October 2019. The interesting topic attracted a lot of attendees which reached the number of 26. During the webinar, the representatives of the case studies, explained the successful technical results achieved thanks to the industrial symbiosis generated by FISSAC. The agenda followed the structure below:

- **Welcoming – Introduction to the webinar** – Paolo Marengo and Serena Lisai (ACR+)
- **Introduction to the Demonstrations** – Blanca Juez Sanchez and Daniel Hiniesto Muñoz de la Torre (ACCIONA)
- **CSA cement and new blended cement and Concrete pavement** – Çağatay Alp Arslan (TCMA)
- **Green concrete slab and Precast concrete elements** – Asier Oleaga Ordax (Tecnalia)
- **Innovative wood plastic composites** – Luis Enriquez (Ecodek)
- **Eco-wall and Eco-porcelain tiles** – Luis Guaita Delgado (Keraben)
- **Questions&Answers**
- **Impacts of industrial symbiosis on regional and local authorities** – Francesc Rufé Sola (ARC, Agència de Residus de Catalunya)
- **Debate and conclusions** – Paolo Marengo and Serena Lisai (ACR+)

REGISTRATIONS OPEN!

Registrations are open [here](#).
More informations will be published soon in FISSAC website.
STAY TUNED!



3rd FISSAC Webinar
 Pre-industrial and Industrial scale
 Demonstrations

PRACTICAL INFORMATION

Date & time: 15 October 2019, 10:30-12:00 (CET).

Figure 20. The [recording](#) of the webinar is available on the website

The second webinar took place on 26 February 2020 and focused on the FISSAC platform with the aim of attracting more users. Following the structure of a tutorial, the webinar explained how the platform can facilitate the formation and operation of IS networks. The session was followed by 22 people. The webinar followed the agenda below:

- **Welcoming – Introduction to the webinar** – Paolo Marengo and Serena Lisai (ACR+)
- **Introduction of the FISSAC project** – Blanca Juez Sanchez (ACCIONA)
- **The FISSAC IS Platform** – Ozge Yilmaz (Ekodenge)
- **Platform Tutorial-Opportunity Identification** – Davide Maglio (RINA)
- **Platform Tutorial-Process Design & Opportunity Assessment** – Cinar Uysal (Ekodenge)
- **Questions&Answers**

The recording of the webinar is available on the [website](#).

3.6 Communication material

In the third reporting period, the original leaflet has been updated with the infographic developed by ACR+ and the timeline of the activities. Through the leaflet, FISSAC partners disseminated the project in different conferences and events at national, EU and international level.

Below, the last version of the leaflet, published in the website.



Figure 21. The FISSAC Leaflet

Furthermore, all the events organised by FISSAC partners had the official roll-up of the project. Two roll-ups were present during the Final Conference, one at the entrance of the venue and the other in the conference room. Finally, ACR+ prepared another roll-up for keep disseminating the FISSAC project in event at EU level.

Below, the two version of the roll up of FISSAC.



Figure 22. The two versions of the roll-up of FISSAC

3.7 Videos

The videos have played an important role in the dissemination of the FISSAC project. Indeed, some technical topics have been translated in an easy language with the aim to reach a wider audience. Seven videos have been published on the website and used in social media and during events.

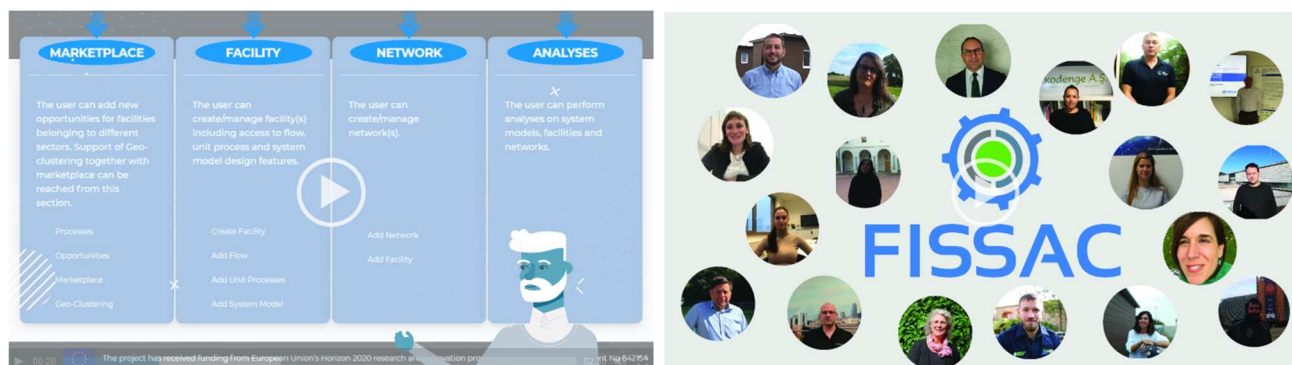


Figure 23. Screenshots of some videos published on the website

The videos generated during the project:

- [FISSAC in two minutes](#): a short video to introduce the project, made by FENIX;
- [A general introduction of FISSAC](#), made by Acciona;
- [Behind the logos](#): the people that worked on the project as protagonists, made by ACR+;
- [Green concrete slab](#): a video about the pilot 2, made by Tecalia;
- [Eco-wall and eco-porcelain tiles](#): a video about the case study 4, made by Keraben;
- [FISSAC platform](#): a promotional video of the platform, made by RINA;
- [The FISSAC final conference](#): the report of the event, made by ACR+.

Furthermore, four more videos about the webinars are available on the website:

- [Industrial Symbiosis Tools and Best practices](#);
- [Social aspects and impact of Industrial Symbiosis](#);
- [Pre-industrial and Industrial scale Demonstrations](#);
- [A new industrial symbiosis platform](#)

4 Indicators

The dissemination plan provides the FISSAC project with a solid framework in which disseminating project results and activities have been outlined. Dissemination materials and activities will be evaluated for their outreach, effectiveness in targeting stakeholders and alignment with stakeholder interests and barriers.

According to the dissemination plan, all the indicators have been achieved as shown in the table below.

Table 2 – Comparison between KPI and achievements

Dissemination success indicator	Goal to achieve	RP 1	RP 2	RP 3	Achievements
Relevant events, conferences, workshops, seminars organized by FISSAC at EU level	1	1			1
Relevant events, conferences, workshops, seminars organized by others in which FISSAC participates at European level	2	22	19		41
Relevant events, conferences, workshops, seminars organized by FISSAC at national, regional, local level	16	4	4	13	21
Relevant events, conferences, workshops, seminars organized by others in which FISSAC participates at national, regional level	8	22	11	0	33
Communication web impact	3000	25149	8337	16827	50313
Impact on social media	3000	242	369	880	1491

Dissemination success indicator	Goal to achieve	RP 1	RP 2	RP 3	Achievements
Information multipliers (such as Cordis Wire and Alpha Galileo), thematic portals (such as BuildUp) and ecoinnovation web-platforms	8	6	-	<u>2</u>	<u>8</u>
Synergies established with other projects and initiatives at European and national levels	4	8		4	12
Dissemination materials: leaflet, poster, roll-up	3000	2641		422	3064
Dissemination materials, videos	8	1		9	10
Publications	8	6	3	1	10
Newsletters	8	2	3	3	8
Training webinars executed at European level	4	1	1	2	4
Direct training modules executed at national, regional level & visit tours	12	3		10	13
Professional Magazines: European, national and regional	6	1		4	5
Wide audience Magazines: national and regional	4			4	4
Daily press	16			30	30

Conclusion

The dissemination strategy was designed to reach several targets and to spread the results not only at EU and international level, but also at local/regional level. Since the industrial symbiosis is a critical issue involving a wide variety of stakeholders acting at local level, a tailored dissemination has provided interesting outcomes in terms of involvement and participation.

The website has been an effective channel to disseminate contents in a visual and user-friendly way for stakeholders and general public. Furthermore, it allowed a sound cooperation among the partners, acting as hub to gather and comment the project results.

The final dissemination tool was a conference designed not only to display the outcomes but also open the debate to support the implementation and acceleration of the FISSAC approach at EU level. Many stakeholders had the opportunity to work on key topics drawing inspiration from FISSAC.

The project consortium is committed to keep disseminating FISSAC in the following months, to support further developments and the adaptation of the FISSAC methodology to other value chains. For instance, the ACR+'s publication [*Sustainable construction guidelines for public authorities*](#) presents FISSAC as a good practice of industrial symbiosis, in particular regarding the stakeholder involvement generated during the project. The publication has been disseminated among the ACR+'s network, which is mainly constituted by local and regional authorities, representing more than 1100 municipalities. The role of local authorities is central in fostering industrial symbiosis processes but the language can often be a barrier in disseminating good practices. To overcome this, the publication has been translated in Spanish, French and Arabic, as main languages among the ACR+'s network.