



**COMMUNICATION STRATEGY**  
**for Paper – hemp insulation pilot production**

LIFE Project Number

**LIFE17 ENV/LV/000335**

LIFE PROJECT NAME or Acronym

**LIFE\_PHIPP**



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## A. Introduction

The Communication strategy is obligatory part of every LIFE project. It includes six main parts formulating strategy goals, main target audience, key information communicated, channels that will be used, specific activities, time schedule for successful completion and budget breakdown from overall LIFE\_PHIPP project budget. It combines two activities in LIFE\_PHIPP project implementation D1 that is addressed to general public awareness raising and D2 approaching industry specialists with technical dissemination activities.

As this project outcome is going to be established demonstration plant for natural fibre insulation material and possibility to gain rights and use this technology all over Europe it is important to raise awareness and communicate effectively with different level communities - stakeholders, home owners, entrepreneurs, manufacturers, architects, recyclers. It is vital to raise voice for environmental friendly building components and gain stable market share for new product. It is essential to develop efficient communication strategy and to attract effective staff for completion.

Responsible person for communication strategy and dissemination plan implementation is Communication and Marketing Specialist monitored by Project Manager.

## B. Goals of the strategy

1. To properly inform all target audience about LIFE\_PHIPP project actions and results.
2. Highlight LIFE\_PHIPP contribution to local communities.
3. Implementing communication and dissemination actions as effectively as possible with given project time frame and budget.
4. Raise awareness about circular economy that is part of in low – grade paper waste and hemp fibre insulation material manufacture.
5. Raise awareness about low - grade paper waste usage to manufacture new generation products.
6. Raise awareness about CO2 emission reduction in natural insulation material manufacture.
7. Inform all target audience about health benefits of using new paper – hemp insulation material for home insulation.
8. Provide all informative printed materials and video files with a. LIFE logo, b. LVAF logo and c. SIA Balticfloc logo and include following sentence "The LIFE\_PHIPP project has received funding from the LIFE programme of the European Union".

a.



b.



c.



### C. Target audience and key information

LIFE\_PHIPP target audience are expected to reach 500 000 individuals, this number consists of general public, narrowed stakeholders and public bodies of local communities. Overall general key message is going to be information about project, its activities, success, forthcoming events, progress made and results. For general public key message is expected to be about environmental issues that project addresses and highlights during manufacture process and for narrowed stakeholders it will also be about project results, gained knowledge, possibility to replicate new manufacture technology. As for public bodies except all previously mentioned will be added green procurement possibilities using project result for insulating public buildings.

Target audience that LIFE\_PHIPP will communicate:

General public – first target audience are expected to be local community where project is going to be implemented. During project progress other communication channels will be approached and nationwide audience will be reached. Coming to project end and bringing replicable technology to other European Union countries project will engage general public of other countries overall 500 000 individuals. LIFE\_PHIPP project`s tangible product consumers are going to be general public, therefor project communication will be directed to educate consumers in order to increase demand for natural fibre insulation, as many individuals are unaware of the alternatives to mineral and polymer wool insulation.

Other LIFE project teams – starting to participate in LIFE networking events project will reach approximately 200 other LIFE project team members. Main goal for reaching out to other teams are for exchanging experiences, helping with project issues, cooperation possibilities.

Manufacturing SMEs – already during project preparation stage other manufacturing small and medium enterprises (further SMEs) has been reached. One of networking actions in project is prototype presentation event and information about it will reach out to those potential entrepreneurs and SMEs. Manufacturing SMEs has been divided into five groups. These groups are paper insulation manufacturers, hemp insulation manufacturers, paper recyclers, paper sorting facilities, architects and prototype presentation event will gather individuals from all

groups from main target countries. To promote circular economy in other local communities these manufacturing SMEs will act as LIFE\_PHIPP „agents” using local resources with LIFE\_PHIPP created technology to manufacture natural insulation material.

Public bodies – to promote environment friendly insulation material use in public buildings during project will be created specification for green procurement. Project team will present this material to Latvian public bodies and provide other manufacturing SMEs, the ones that have expressed their interest to obtain technology created by LIFE\_PHIPP, with translations to present to their local public bodies. Most of the work with public bodies will be carried out as sales effort in 2 – 3 years after project completion, but within project timeline.

#### **D. Communication channels**

The nature of project leads easily communicate to general public through mass media, but for project to engage with industry professionals mainly will be used networking and direct contact. Personal contact and possibility to explain face – to – face specific technology used in manufacturing is common way for construction industry to communicate.

Main communication channels used during LIFE\_PHIPP project:

Internet – LIFE\_PHIPP webpage (<http://www.balticfloc.lv/en/live-phipp-en>) where will be created blog posts about project progress, events, results and LIFE newsletter. Specific articles will be created by industry professional and publicized in industry web pages.

Newspapers – Overall project information and industry specialist articles about paper – hemp fibre insulation will be publicized in local and nationwide newspapers.

Industry Magazines – Specific articles created by industry specialist will be created by professional journalist and publicized in main target country industry magazines.

Television – to reach more local audience regional television report on paper – hemp pilot production line will be created.

Industry exhibitions – key industry exhibitions have been long listed for Project Manager to attend with stand about the project, technology and insulation material where direct contact can be made with industry professionals.

Presentation event – after paper – hemp insulation prototype pilot line installation in project implementation premises presentation event will be held for individuals interested in new technology.

Direct contact – for reaching public bodies direct contact communication will be used.

## **E. Communication and dissemination activities**

### **1. Project webpage**

Project web page will be created in existing SIA Balticfloc home page [www.balticfloc.lv](http://www.balticfloc.lv) as separate section. Marketing and Communication Specialist will be creating content informing about LIFE\_PHIPP project development, events, lessons learned and results. It will include blog posts about insulation panel properties and technology. External assistance is intended for web page development, hosting and technical maintenance with total costs of 20 000 EUR. Scheduled implementation date is December 2019.

### **2. Notice board**

Notice board will be large, visible, on – site panel and its main target will be to describe LIFE\_PHIPP project with key information. It will catch visitor's attention and let know about main project activities and reachable goals. Notice board will be placed at the outer wall at main manufacture building accessible to the public. Responsible person for creating content is Communication and Marketing Specialist with external costs for 1 piece of Notice board 200 EUR including design and printing. Scheduled implementation date is January 2019.

### **3. Layman`s report**

Layman`s report will be created in paper and electronic format in English and Latvian language at the end of LIFE\_PHIPP project. It will clearly state LIFE`s financial support to project implementation, summarise work that has been done during project process in clear, general audience understandable language. Report

will serve as one of marketing tools after project implementation. It will include pictures of product produced in pilot line, explain technology acquired and long – term environmental benefits gained. Report will be created in the way that will attract interest in journalists, experts, policy makers and more potential technology users. Layman`s report will be created by Project Manager. Scheduled implementation date is May – June 2021.

#### 4. Networking

A crucial element is active networking with, and dissemination to other stakeholders that could apply the results. Face – to – face contact with possibility to talk to potential technology users and direct answers to unclear questions is the best marketing strategy, especially if innovative technology is offered. Main networking focus are planned to be participation in key industry exhibitions and shows, prototype presentation event, LIFE networking events and Open manufactory day.

LIFE\_PHIPP project will be participating in key industry exhibitions and shows with stand about the project, technology and insulation material. Building material industry mostly gathers in international exhibitions and shows. If a company wants to introduce a new material or technology to the market, product examples have to be placed. This is the most cost effective way for such activity that must be supported with background information: brochures, videos, publication in webpage and magazines. In project there are list of exhibitions outlined on project writing date, this list will be updated as project progress, some of exhibitions will be replaced with other similar scale exhibitions.

No	Exhibition title, date, country	Application deadline	Other costs, EUR	Travel and subsistence costs, EUR	Total costs per exhibition, EUR
1.	Māja 2019 (March, Riga, Latvia)	28.02.2019.	2,500	-	2,500
2.	Bauma 2019 (8 – 14 April, Munich, Germany)	01.03.2018.	15,000	1,298	16,298
3.	Estbuild 2019 (3. – 6. April, Tallinn, Estonia)	30.01.2019.	2,150	677	2,827
4.	RESTA 2019 (24. – 27. April, Vilnius, Lithuania)	On-going	2,150	677	2,827
5.	FinnBuild 2020 (7. – 9. October, Helsinki, Finland)	30.04.2019.	10,000	998	10,998
6.	BYGG REIS Deg AS (16 – 19 October, Norway)	30.05.2019.	15,000	1,106	16,106
7.	Estbuild 2020 (April, Tallinn, Estonia)	Not announced	2,150	677	2,827
8.	RESTA 2020 (April,	Not	2,150	677	2,827



	Vilnius, Lithuania)	announced			
9.	Māja 2020 (October, Riga, Latvia)	Not Announced	2,500	-	2,500
10.	Warsaw build 2020 (November, Poland)	Not announced	7,000	827	7,827
11.	Construtec 2020 (November, Madrid, Spain)	Not announced	15,000	1,280	16,280
TOTAL costs:			75,600	8,217	83,817

Most important networking event is planned Prototype presentation event with approximately 100 key existing and potential partners, industry professionals and media. It is planned as onsite event to introduce new paper – hemp insulation pilot production line, presented produced material, discussed some issues that SIA Balticfloc faced when produced first batch of production, inform about LIFE project implementation issues. This event is strictly aligned with dates of pilot line delivery, planned in June 2020. Responsible person for event organizing is Marketing and Communication Specialist with overall costs of 6,500 EUR that includes catering, dissemination presents and sound system service.

One of networking possibilities in project is outlined participation in LIFE networking events and cooperation with other LIFE projects. With a purpose to exchange information about projects, best practices, cooperation possibilities, specific project actions, R&T possibilities, what are related networking possibilities (for broaden contact list), is there any common issues to be addressed to policy makers, industry, opinion leaders. This responsibility will be carried out by Project Manager. LIFE project event and partner shortlist was made based on the added value that meeting with the project team would bring to LIFE\_PHIPP project implementation.

Planned LIFE projects and networking events (will be updated during implementation):

- CAP LIFE LAT – capacity building for LIFE programme implementation in Latvia, Project Manager will participate in 3 organized networking events (on-going 2016 – 2019). Travel costs of 7200 EUR will cover 3 events. Event list will be edited during project implementation. On the date of 21.01.2019. events listed are:

1. Latvian LIFE project meeting 15. - 16.08.2019.
2. Baltic LIFE project meeting 26. - 27.09.2019.

- Eco – innovative, Safe and Energy Efficient wall panels and materials for a healthier indoor environment ECO – SEE (2013 – 2017)
- Multipurpose hemp for industrial bio – products and biomass Multi – hemp (2012 – 2017)
- Development and Demonstration of Highly Insulating, Construction Materials from Bio – derived Aggregates (on-going 2015 – 2019)
- RENEW BUILDING – Demonstration and Dissemination of Climate and Environmental Friendly Renovation and Building with Renewable Resources and Ecological Materials (2010 – 2013)
- Sustainable Construction Centre – The setting up of a competence centre for environment equitable construction available as a contact partner and can offer support, in particular to the future European Union Member States, e.g. through the supply of materials or by technical consultation.
- International Conference on Sustainability in Energy and Buildings
- Ecobuild ([www.ecobuild.co.uk](http://www.ecobuild.co.uk))
- Euro Building Materials & Construction Technologies Conference ([buildingmaterials-technologies.enggconferences.com](http://buildingmaterials-technologies.enggconferences.com))

## 5. Information materials

During project implementation two types of information materials will be created one will be audio visual and other printed brochures. Audio visual material (2 videos up to 2 min each) will be created about project and new insulation material as a motion media material for conferences, exhibitions, online dissemination and project events. Content will be created by Marketing and Communication Specialist with external costs of 8,000 EUR. Implementation January – February 2020 and March – April 2021.

Printed colourful brochures with information and pictures about LIFE\_PHIPP project, new technology created are meant mainly for networking, conferences and meetings: 8000 pieces in 8 languages (**what specific languages?**) in costs of 10,800 EUR. Additional to printed version of brochure, online version will also be created and published in LIFE\_PHIPP webpage and available to general public.

## **6. Publications**

Most common and one of the cheapest communication tools is press releases we will use this for informing general media about LIFE project and our activities, it will be written by Marketing and Communication Specialist. Special industry related articles about LIFE\_PHIPP project will be prepared by professional journalist or industry expert it will be published in industry magazines for awareness rising in business – to – consumers segment, building industry professionals. In project 4 articles are planned in 4 countries (LV, GER, UK, FIN) industry magazines. For industry specialist 7,200 EUR costs are planned.

## **7. Internet marketing campaign**

Not only content of webpage is essential, but also how many people read it, for this purpose internet marketing campaign is the best tool. To increase awareness of the online platform, internet marketing campaign will be carried out, focusing on key – words in search engines, professional networks, industry portals. External costs 4,000 EUR.

Internet marketing campaign will be led by Marketing and Communication Specialist. As soon as list of industry portals are clear it had to be added to this communication strategy and the same criteria applies to key words for search engines.

## **8. Dissemination material for public bodies about green procurement model specifications.**

This material will be created during Replication and Transferability plan and will be added to communication strategy after. Material will be prepared and disseminated to public bodies in Latvia (April 2021).



## G. Communication and dissemination budget cost breakdown

Beneficiary short name	Action number	Type of contract/ Destination/ Procedure	Description	Costs (EUR)	Total costs (EUR)
<b>Direct Personnel costs</b>					
Balticfloc	B4	Additional staff	Marketing and communication specialist (supporting with – and exchanging of – the information for market and competitor analysis considering market launch)	6,800	43,860
Balticfloc	B5	Additional staff	Marketing and communication specialist (supporting R&T manager with marketing related information and activities, marketing plan development for reaching insulation production companies)	16,660	
Balticfloc	C2	Additional staff	Marketing and communication specialist (supervise & analyse the media monitoring data)	3,400	
Balticfloc	D1	Additional staff	Marketing and communication specialist (preparation of communication strategy and adjustment on regular base, Web page content, coordination of D1 implementation)	4,250	
Balticfloc	D2	Additional staff	Marketing and communication specialist (D2 communication plan, organizing of the content development, communication with media, organizing internet marketing & prototype opening event)	6,800	
Balticfloc	E1	Additional staff	Marketing and communication specialist (planning, communication, information exchange, preparation and participation in project team meetings on regular base)	5,950	
Balticfloc	D1	Permanent staff or civil servant	Project manager (participation in communication strategy development, Layman's report preparation, participation in 3 networking events)	5,100	11,900
Balticfloc	D2	Permanent staff or civil servant	Project manager (preparation of the communication plan, participation in industry exhibitions, preparation of the green procurement dissemination material & presentation)	6,800	
Balticfloc	D2	Additional staff	Industry specialist/ copywriter for articles: content development, terminology, proofreading for international building industry magazines	7,200	7,200
<b>Travel and subsistence costs</b>					
Balticfloc	D1	Inside EU	3 LIFE project networking events during the project, 1 participant on average 3 days	7,200	15,417
Balticfloc	D2	Inside EU	Travel costs to exhibitions	8,217	

External assistance costs					
Balticfloc	C2	Multiple offers	Media monitoring services 30 month, 100 EUR/ month	3000	3000
Balticfloc	D1	Multiple offers	Project website development, hosting, technical maintenance during the project	20,000	37,200
Balticfloc	D1	Multiple offers	Socio – economic impact analysis	9,200	
Balticfloc	D1	Multiple offers	Video production (2 min, 2 videos, 4000 EUR/ each (filming + post production))	8,000	
Balticfloc	D2	Multiple offers	Prototype presentation event costs (catering 100x30 EUR/ pers=3000 EUR + dissemination present (sample souvenir, brochure) 100x25 EUR=2500 EUR + sound system service=1000 EUR)	6,500	21,300
Balticfloc	D2	Multiple offers	Internet marketing services (adwords in search engines 20 month x 200 EUR/ month)	4,000	
Balticfloc	D2	Multiple offers	Information brochures 8000 pieces (content, design, printing)	10, 800	