

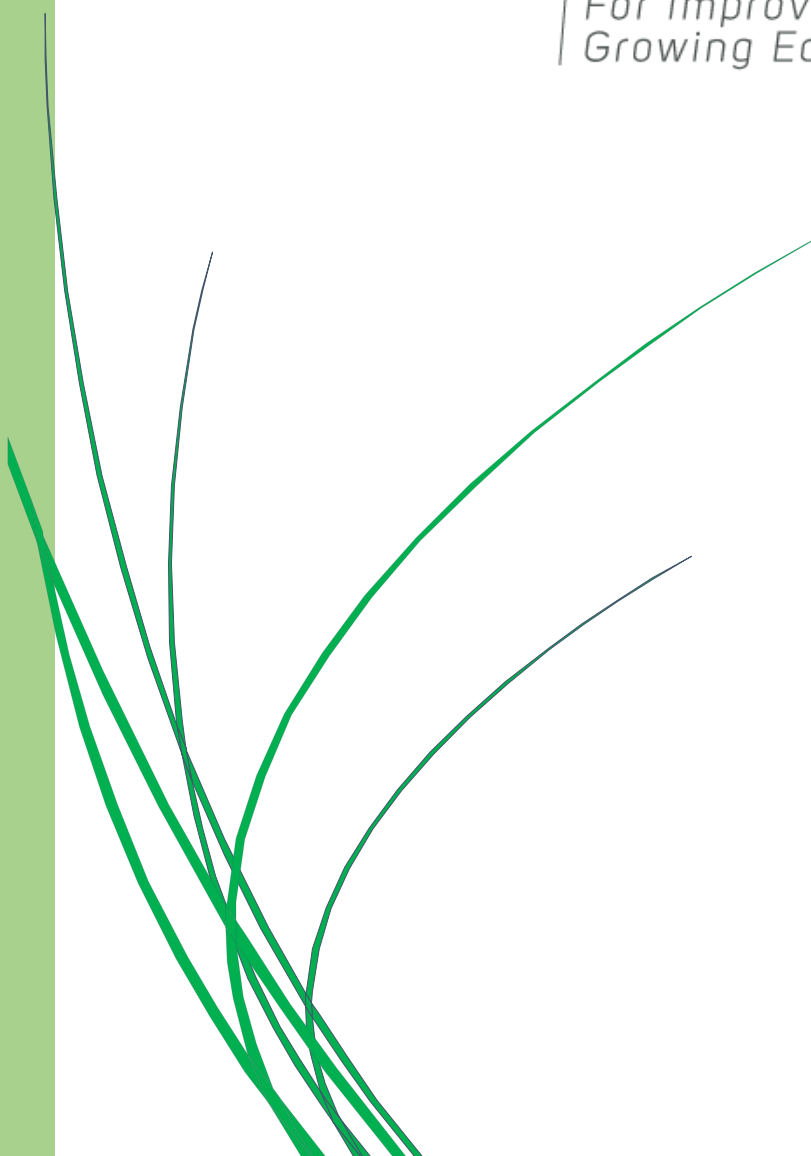
2021

After Life Communication Plan

Life EFFIGE – Action D1's Deliverable

Life **Effige**

Environmental Footprint
For Improving and
Growing Eco-efficiency





Partner	Initiatives	Name of initiative, place and year	Achieved target audience					Resources scheduled
			Students	Companies	Trade organization	Public institutions	Others	
SSSUP	Public conferences	Ecomondo Rimini, November 2022-2023	1000	3000	3000	4000	2000	Internal resources
	workshop	Milano, Osservatorio Bocconi sulla Green Economy At least 1 per year	20	50				Internal resources
	Training session	Master GECA, Pisa January-July 2022-2023	25					Internal resources
	workshop	Associazione industriale Piemonte, October 2021		50	5	5		Internal resources
	Workshop on LCA and PEF	Trade association of Lucca- Prato and Pistoia September 2021		20				Internal resources
	Networking	LIFE MAGIS and LIFE CO2 PEF &PES conferences 2021/2022/2023	20	30		10	50	LIFE Programme resources



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Camst	Public conferences	Salone Nazionale della CSR Milano Università Bocconi October 2011	100	100	50		100	€ 3.500
	webinar	Impronta Etica for students (TBC)	150					TBD
	Training session	Annual webinar for Modena University in partnership with Impronta Etica Autumn 2021	300					TBD
		BBS Bologna Business School Camst's case history on Sustainability and Business Innovation International Master	30					TBD
	Stakeholder engagements activities	Dialogue For Change Camst for Suppliers		10				TBD
	New sustainability Camst's Website	Website section dedicated to Life Effige Project From July 2021	100	100	100	100	100	TBD
	International conference	CSR Europe Annual Event on Sustainability Autumn 2021 (TBC)	100	300	50	50	100	TBD



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CAM	Public conferences	Every year CAM organizes a conference in <i>Millenaria Fair</i> . An update on EFFIGE development will be given 3 events in September 2021, September 2022, September 2023 Offline		100	3	10	50	Internal resources
	Public events	Every years CAM organizes the Social Assembly for Agritourism and Farmers: a specific communication on sustainability will be given in each event 3 events from Spring 2022 until Spring 2024 Offline		250		5		Internal resources
	Training session	Sustainability Agritourism and farms Winter 2022-23		40			10	TBD
	Website update and Direct email campaign	News and updates about PEF and Made Green in Italy Certification for food sector	50	2000	10	10	10	Internal resources
	National or International conference	Every year CAM participates to more than one event at National Level Presentation of PEF experiences in Agritourism and Farms		> 100			> 100	TBD



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Assofond	Public conferences	Assofond General Assembly Italy Autumn 2021		250			100	€ 3.000
	webinar	How to measure Sustainability? Online July 2021		100				Internal resources
	Training session	Made Green in Italy, how to achieve the certification webinar Autumn 2021		50				TBD
		An eco-design tool for foundry products: an instruction manual webinar Autumn 2021		100				TBD
	Website update and DEM	News and updates about PEF and Made Green in Italy Certification for foundries at least twice per year	300	500	100	100	100	TBD
	National conference	36° Foundry Congress Italy Autumn 2022	100	400			100	TBD
	Public conferences	Assofond General Assembly Italy Spring-Summer 2023		250			100	€ 3.000



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ENEA	Conference	X Convegno dell'Associazione Rete Italiana LCA, 22-24 settembre 2021- LCA Italian Database: methodology and structure		15		30	30	€ 800
	Conference	XI Convegno dell'Associazione Rete Italiana LCA (2022) - TO BE DEFINED		15		30	30	€ 800
	Lessons at school	Il linguaggio della ricerca (2022) - Presentation of EFFIGE tools	40					€ 200
	Lessons at school	Il linguaggio della ricerca (2023) - Presentation of EFFIGE tools	40					€ 200
	Webinar	Italian LCA Database and tools (Autumn 2021). Presentation to National database providers				15	15	€ 200
	Networking	EFFIGE at events organized by LIFE MAGIS (2021-2022)						TBD
	Exhibition	ECOMED, Catania 16-18 luglio 2021- Conference presentation of LCA DB		100			50	€ 800
	Exhibition	SAIE BARI La Fiera delle Costruzioni, Bari 7-9 ottobre 2021- Conference- Presentation of LCA Database		100				€ 800
	Exhibition	Ecomondo 2021, Rimini- Distribution of Brochures- Stand ENEA		100			50	€ 200
	Exhibition	Stand ENEA - Ecomondo 2022, Rimini- Distribution of Brochures- Stand ENEA		100			50	€ 200



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FLAE	Public conferences	Sustainability Program 3 events from September 2021 until April 2022 Online - Offline		400				TBD
	Webinar	Sustainability: tools, certifications, best practices – Autumn 2021		70		5		Internal resources
	Training session	Sustainability tools for the Office Furniture sector Spring 2022		15				Internal resources
	Website update and Direct email campaign	News and updates about PEF and Made Green in Italy Certification for wood and furniture sector	50	2000	10	10	10	Internal resources
	International conference	EFIC Innovation working Group Presentation of the Italian best practice				20		TBD