



Communication Plan

LIFE16 ENV/ES/000159

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The communication plan is an **alive document** that contains the communication strategy to achieve LIFE TECMINE project objectives.

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LIFE TECMINE GENERAL OBJECTIVE

The general objective of this Project is to improve mine restoration in forest areas by **testing new restoration techniques** that deal with environmental and social issues not fully addressed by traditional techniques

STRATEGY FOR COMMUNICATION

These ingredients have to be defined.

- What are the **objectives** of communication?
- What are the different **target groups**?
- What are the **messages** for each group?
- What are the **actions** developed for each group?
- What communication **tools** are used for each group?
- What tools are used for **evaluating**?

COMMUNICATION OBJECTIVES

Objective 1. To disseminate mine restoration best practices and transfer knowledge at national and international level

Objective 2. To change public opinion on negative aspects of mining activity and to ensure the implication of general public in the project life-cycle through participation actions. This, in turn, has a multiplying effect to raise more audience

Objective 3. To raise awareness in academic communities by educational activities and providing teaching material

COMMUNICATION STRATEGY FOR EACH OBJECTIVE

OBJECTIVE 1. TO DISSEMINATE MINE RESTORATION BEST PRACTICES AND TRANSFER KNOWLEDGE AT NATIONAL AND INTERNATIONAL LEVEL

Target audience: mining companies, forestry and mining consulting companies, professional associations, public administration, and science community related to ecological restoration.

Main message: necessity to implement new mine restoration techniques for successful projects

Particular messages:

- It is observed that after implementing restoration practices, some impacts such as erosion, landscape intrusion and lack of biodiversity persist.
- The proposed demonstrative practices allow to achieve optimal conditions to enhance Natural Capital in a mine area
- The integration of approaches that consider morphological, ecological and social principles is crucial for a better harmonization of mining activities with nature conservation.

Activities:

- Technical conferences
- Scientific papers
- Project Network

Activity

Technical conferences (Training)

Description			
Experts on mine restoration techniques describe methodologies applied in TECMINE project and beyond. It includes official training, speeches and field visit.			
Event/s			
Name	Implementation Data	Number of participants (expected)	Status
GeoFluv-Natural Regrade course. Technical training (Action B1)	August 2018	14 participants	Finished
THE COURSE LANDFORM DESIGN AND MODELLING FOR BEST PRACTICE IN MINE REHABILITATION ORGANIZED BY THE UCM	September 2018	42 participants	Finished
1st Technical conference (Course)	July and October 2019	51 participants	Finished
2nd Technical conference (Course)	November 2020	50 participants	Finished
Geomorphic Reclamation Study trip	October 2021	12 participants	Finished
3 rd and Final Conference	March 2022	38+online (122 participants)	Finished

Activity

Scientific papers

Description

Publication of scientific articles about project in national or international scientific journals and presentation in well-known Conferences

Articles/Papers

Title	Forum	Implementation Data	Status
Innovative techniques for Facies Weald and Utrillas mine restoration (TECMINE)	Quarries Alive 2018 (Evora, Portugal) Presentation and Scientific paper	May 2018	Finished
Innovative techniques for Facies Weald and Utrillas mine restoration (TECMINE)	V Congreso Nacional de Áridos (Santiago de Compostela, Spain) Presentation	October 2018	Finished
Geomorphic rehabilitation in Europe: recognition as best available technology and its role in LIFE projects	13th International Conference on Mine Closure (Australia) Presentation and Scientific paper	September 2019	Finished
Evaluación de tratamientos de siembras de herbáceas y arbustivas en restauración ecológica de actividades mineras (Proyecto Life TECMINE)	Final Master's Thesis	September 2019	Finished
Evolución erosiva y geomorfológica de restauraciones mineras en la mina Fortuna (Ademuz, Valencia)	Final Master's Thesis	January 2021	Finished
Innovative Techniques for Landscape Recovery after Clay Mining under Mediterranean Conditions	Scientific paper, Sustainability journal.	March 2021	Finished
Técnicas innovadoras para la restauración de paisajes degradados tras la actividad extractiva	VII CONGRESO IBEROAMERICANO SOBRE AMBIENTE Y SUSTENTABILIDAD Presentation and Scientific paper	June 2021	Finished

de arcillas en condiciones limitantes. Proyecto LIFE TECMINE

Restoration strategy and techniques for recovering degraded landscapes after mining activity under Mediterranean conditions. LIFE TECMINE project.

International Society for Ecological Restoration Europe (SERE) (Alicante, Spain)
Presentation and Scientific paper

September 2021

Finished

LIFE TECMINE-INNOVATIVE TECHNIQUES FOR MINE RESTORATION

IUCN World Conservation Congress (Marseille, France)
Presentation

September 2021

Finished

Activity

Project Network

Description

Meetings with other Life projects and/or companies in charge of restoration projects from Spain and beyond, in order to transfer knowledge in the two directions

Meetings

Name	Implementation Data	Status
1st meeting between Life Projects	March 2019	Finished
Networking GLOBAL OMNIUM	April 2019	Finished
Life project meeting with LIFE+Regrow	May 2019	Finished
Visit of the Swiss mining company Luossavaara-Kiirunavaara AB (LKAB)	October 2019	Finished
Living Lab about valorization of water treatment residues	December 2019	Finished
Visit to several projects of restoration of mines	April 2021	Finished
Life project meeting with LIFE RIBERMINE project	April 2021	Finished
Visit to the restoration area of a mine site in Andalucia	April 2021	Finished
Visit to restored mines in Catalonia	April and May 2021	Finished
INFODAY "LIFE PROGRAMME" COMUNITAT VALENCIANA	September 2021	Finished

OBJECTIVE 2. TO CHANGE PUBLIC OPINION ON NEGATIVE ASPECTS OF MINING ACTIVITY AND TO ENSURE THE IMPLICATION OF GENERAL PUBLIC IN THE PROJECT LIFE-CYCLE THROUGH PARTICIPATION ACTIONS

Target audience: local population, companies and associations, NGO's focused on environmental protection and conservation and general public sensitized of environmental problems.

Main message: minerals are part of our lives, it is possible to implement sustainable technical solutions and the environmental services of the restored area.

Particular messages:

- Mining activities have a high economic importance. These activities supply to strategic sectors such as construction, road infrastructures or ceramics. In addition, mining give us products for daily use.
- Innovative techniques focused on stabilization of the strata, erosion reduction and landscape integration allow to achieve the integration of ecological and social problems of mine restoration.
- After the project, the restored area offers new opportunities for rural development (jobs, new companies, investments, etc.) and new socio-cultural uses (rural tourism, educational activities, outdoor activities, etc.)

Activities:

- Open doors day
- Informative talks
- World Wetlands day celebration
- Geolo-paleo-day celebration
- Cycling day
- Forest day celebration
- Layman Report



Activity

Open doors day

Description

Restored area has been opened to general public as open door days twice. These days include: project presentation, visit around mine facilities and restored habitats through the itinerary and interpretation boards.

Event/s

Name	Implementation Data	Number of participants (expected)	Status
1st open doors day in the mine	June 2019	12 participants	Finished
2nd open doors day in the mine	May 2021	11 participants	Finished

Activity

Informative talks

Description

Talks about different aspects of ecological restoration has been organized. This create awareness about integration of different activities in nature and environmental services produced by restored area. It includes visit to the project area.

Event/s

Name	Implementation Data (expected)	Number of participants (expected)	Status
Informative talk about mining	26/10/2019	12	Finished
Informative talk about ornithology	21/09/2019	20	Finished
Informative talk about botany	28/09/20219	16	Finished
Informative talk about wetland wildlife	05/10/2019	22	Finished

Activity

World Wetlands day celebration

Description

This activity was promoted by the Natural Park of *L'Albufera – Centro de interpretación Racó de l'Olla* in collaboration with LIFE TECMINE. It includes speeches about wetlands and wildlife, and workshops for children.

Event/s

Name	Implementation Data (expected)	Number of participants (expected)	Status
1st World Wetlands Day	February 2020	270	Finished
2nd World Wetlands Day	February 2021	online	Finished

Activity

Geolo-paleo-day celebration

Description

This activity was organized by the *Sociedad Geológica de España* in collaboration with LIFE TECMINE. It includes speeches about minerals, uses and soil strata as well as about the TECMINE project.

Event/s

Name	Implementation Data (expected)	Number of participants (expected)	Status
1st Geolo-paleo-day	May 2020	-	Cancelled COVID
2nd Geolo-paleo-day	May 2021	118	Finished

Activity

Forest day celebration

Description

This activity was organized by the *Centre de Educació Ambiental de la Comunitat Valenciana- CEACV* in collaboration with LIFE TECMINE. It includes speeches about forest and restoration.

Event/s

Name	Implementation Data (expected)	Number of participants (expected)	Status
Forest day celebration	January 2022	118	Finished

Activity

Cycling day

Description

This activity was organized by Riodeva council-RIODEVA cycling club and TERUEL regional government in collaboration with LIFE TECMINE. It includes a cycling tour visiting the restored area and surroundings and in situ speeches about the project.

Event/s

Name	Implementation Data (expected)	Number of participants (expected)	Status
1st Cycling-day	Aug 2019	44	Finished
2nd Cycling-day	May 2021	-	Cancelled COVID

Activity

Presentation of LIFE TECMINE for local stakeholders

Description

Present LIFE TECMINE (actions and benefits) to local and regional stakeholders related to mining activity (local authorities, local entities and associations of Rincón de Ademuz, mining associations of Valencia Region, mining authorities, among other).

Event/s

Name	Implementation Data (expected)	Number of participants (expected)	Status
Presentation of LIFE TECMINE project in Ademuz	June 2018	27	Finished

Activity

Summer campaign

Description

Dissemination campaign of the project in Ademuz and Teruel regions during summer and autumn of 2019

Event/s

Name	Implementation Data (expected)	Number of participants (expected)	Status
Summer campaign	July to October 2019	239	Finished
Stand Feria de la Manzana in Ademuz	November 2019	233	Finished



Activity

Others activities

Description

In this point include others activities of dissemination and awareness

Event/s

Name	Implementation Data (expected)	Number of participants (expected)	Status
Stand in “La Plaça canvia pel clima”	November 2018	Not know	Finished
Visit of administrative staff to the mine	March 2019	6	Finished
Stand in “Día de las comarcas”	September 2021	Not know	Finished

Activity

Layman Report

Description

It is a short report (not technical) showing general public the most important information of the project: objectives, activities, results and its impact on the territory. The Layman Report is available in digital and paper format. The paper format will be distributed among mining sector, environmental associations and public administrations during the after life period.

Implementation Data	Number of units distributed
April 2022	800

OBJECTIVE 3. TO RAISE AWARENESS IN ACADEMIC COMMUNITIES BY EDUCATIONAL ACTIVITIES AND PROVIDING TEACHING MATERIAL

Target audience: primary and secondary schools, training centers and universities

Main message: mining activities, mineral uses, mine restoration best practices, harmonization between the activity, environment and people.

Particular messages:

- Mining activities are necessary for extracting minerals that we use daily (e.g. crockery, kitchen tiles, decor, etc.)
- Mining areas have to be restored after extraction activities according to environmental legislation
- Innovative technical solutions have to integrate landscape, to reduce erosion and to achieve optimal ecological conditions for flora and fauna.
- After restoration the area can be host other uses such as rural tourism, educational activities for schools, family days, etc.

Activities:

- Educational material for schools
- Technical talks for students

Activity

Educational material for schools

Description

An educational project school has been developed focused on infant, primary and secondary schools, including teaching material for teachers and activities for students to be used in schools. It is available on the website. Besides, the material has been distributed to the educational centers of Valencia Community and environmental educators networks in Spain. Finally, the material has been presented during a training for teachers.

Event/s

Name	Implementation Data (expected)	Number of participants (expected)	Status
3 educational units for schools	June 2021	Not konwn	Finished
Training for teachers	January 2021	40	Finished

Activity

Technical talks for students

Description

Talks about techniques implemented in the project, best practices for successful projects and how raise the integration of these new approaches in the environment. Students from training centers and universities of Spain receive the knowledge gained in LIFE TECMINE.

Event/s

Name	Implementation Data (expected)	Number of participants (expected)	Status
Visit of the Secondary School of Chelva to the facilities of the Centre for Forestry Research and Experimentation (CIEF).	December 2018	16	Finished
Visit of the Master in Ecosystem Restoration to the mine.	January 2019	35	Finished
Visit of the CIPF San Blas to the mine.	February 2019	26 students	Finished
Visit of UPM students of environmental and forestry engineering to the mine.	April 2019	29	Finished
Tree planting day in collaboration with ARIVAL	April 2019	70	Finished
Lecture at Pontificia Universidad Católica de Santiago de Chile (Chile).	May 2019	50	Finished
Visit of Eduardo Arellano (Universidad de Chile) to the mine.	July 2019	2	Finished
Visit of Zaragoza University - Degree in Environmental Sciences to the mine.	Nov 2019	20	Finished
Lecture at the Polytechnic University of Valencia.	November 2019	20 students	Finished
Lecture at Cartagena University - Degree in Mining Engineering.	March 2020	20	Finished
Online workshop for students of the University of Alicante.	March 2021	12	Finished



Visit of the Master's Degree in Hydraulic Engineering an Environment (UPV) to the mine.	May 2021	14	Finished
Visit of the UPV School of Forestry to the mine.	May 2021	14	Finished
Visit of the Master's Degree in Hydraulic Engineering an Environment (UPV) to the mine	November 2021	12	Finished
Workshop for students of Secondary School (Alcoy, Valencia).	January 2022	20	Finished
Visit of the Secondary School of Ademuz (Valencia)	March 2022	41	Finished

➤ COMMUNICATION TOOLS and HOW TO USE THEM

Activities and events described above have been disseminated and publicized through the website, social media, newsletter, posters, brochures, etc., using the most appropriate tool according to the activity and the target group.

Most of the dissemination events and activities have taken place at mine facilities.

During the life project the following communication tools have been developed:

- Website
- Social Media
- Newsletters
- Mailing list
- Technical-Didactic Itinerary
- Dissemination material
- Other communication tasks



Website: www.agroambient.gva.es/web/life-tecmine

- It has been created a TECMINE project section in the GVA website with general information about project, partners, deliverables, contact form, events agenda, photo gallery, video gallery, news, subscription to the Newsletter.
- It has been available in the website a registration form for events when it is necessary.
- Contents are available in English, Spanish and Valencian.
- Regularly updated.

Social Media

- Different social media profiles have been created to disseminate project's actions and create an opinion forum between partners and stakeholders.
- Twitter page: twitter.com/LIFETECMINE
- Facebook page: <https://www.facebook.com/LIFE-Tecmine-Innovative-Techniques-for-mine-restoration-2176004369342608/>
- Linked In: <https://www.linkedin.com/company/18730577/admin/>

Newsletters

With information on project progress, results, news, events and external interesting information. The newsletters are available on the website and are sent by e-mail to a stakeholder's database (mailing list).

Number of publication	Publication Data (expected)	Status
➤ Newsletter nº1	➤ May 2018	➤ Published
➤ Newsletter nº2	➤ November 2018	➤ Published
➤ Newsletter nº3	➤ May 2019	➤ Published
➤ Newsletter nº4	➤ November 2019	➤ Published
➤ Newsletter nº5	➤ May 2020	➤ Published
➤ Newsletter nº6	➤ November 2020	➤ Published
➤ Newsletter nº7	➤ May 2021	➤ Published
➤ Newsletter nº8	➤ October 2021	➤ Published
➤ Newsletter nº9	➤ April 2022	➤ Published

Mailing list

- Information about project, events, newsletters and other important contents have been sent by e-mail to a mailing list.
- Each sending contain the different communication channels (website, social media, link to a newsletter subscription, contact, etc.)
- A signature of the project has been available, as this:

Menchu Cabanes Sánchez
Communication Team
Tel. 961207391
E-mail: menchu.cabanes@vaersa.org



Technical-Didactic Itinerary

- This itinerary runs through the mine to show projects' actions. Itinerary panels and direction signals guide the walk with didactic explanations about the project actions. Most of the activities included a walk in the itinerary.

Dissemination material

Name	Description	Quantity	Data implementation
Press releases	With important information of the progress project or events. Disseminated among regional and local press	5	throughout the project's life
Noticeboards	With general information about project, located at mine access and nearby towns access points	6	May 2018
Itinerary panels	With didactic explanations about the project actions, located along the Technical-Didactic Itinerary	6	March 2019
Posters	With general or specific information about the project, actions, events or whatever topic which is necessary communicating	6	throughout the project's life
Brochures	With general or specific information about the project, actions, events or whatever topic which is necessary communicating	9,000	throughout the project's life
Bank of images and video	Pictures of implementation actions, field works and office tasks illustrating the day to day works and the evolution of the project.	2	throughout the project's life
Project video	A drone took videos and pictures of the restoration actions of the mine at the beginning, during and at the end of the project. A time-lapse video have been taken during the restoration works. Partners took videos and pictures of their daily activities in the project.	2	throughout the project's life
Layman report	No technical and short report with general information about project	800	November 2021
Merchandising	Bags, pens, etc. to distribute during events and activities.	2,100	throughout the project's life
Photo exhibition	Panels with photos of the TECMINE project.	12	January 2022

Notes:

- Photos used to edit news, press releases, posters, brochures, panels, twitter and facebook post, conference presentations, etc.
- All audiovisual material has been used to edit didactic movies of the project. These movies have been projected in the events organized by the project when it is possible.



- The dissemination material developed is available in digital format in the website, such as panels, posters, brochures, images and videos.
- A photo gallery and a video gallery of the project are available in the website

Other communication tasks

- **Stakeholder's database:** contains contact information about entities, organizations and people involved or interested in the project, including collaborators and entities related to mine restoration. From this database a mailing list is elaborated (see annex II).
- **Press contact database:** contains contact information about press and media. The database classifies the contacts by projection and by four types of press (see annex III).
- **Presence in media template:** are used by partners to report about press releases of TECMINE project publicized in press and mass media. These reports are available on the website (see annex V).

EVALUATION ON COMMUNICATION, DISSEMINATION AND AWARENESS RAISING

The following indicators evaluate the level of implementation of communication activities and the achievement of communication objectives.

Activity/Events	Indicator	Estimated Impact	Real Impact
Technical conference	Number of participants	50	127
Scientific papers	Number of papers publicized	4	5
International Conference	Number of participations	2	7
Project Network	Number of network created	1	9
Open doors day	Number of participants	100	23
Informative talks	Number of participants	80	114
World Wetlands Day Celebration	Number of participants	30	270
Geolo-paleo-day Celebration	Number of participants	20	118
Cycling day	Number of participants	30	44
Layman report	Number of units distributed	800	800
Educational material for schools	Number of participants	90	
Technical talks for students	Number of participants	100	279
Events/Exhibitions	Number of events	19	72

Communication tool	Indicator	Estimated Impact	Real Impact
Website	Number of visits	10,195	10,979
Social Media	Number of likes		640
Newsletter	Number of newsletter sent	8	9
	Number of people and entities in the distribution list	100	273
Press releases	Number of press releases published	4	4
Noticeboards	Number of noticeboards	6	6
Itinerary panels	Number of panels	6	6
	Number of people visiting the restored area	400	515
Posters	Number of posters	5	5
Total Brochures	Number of brochures distributed	9,000	3,270
Project Brochures	Number of brochures distributed	6,000	2,510
Itinerary Brochures	Number of brochures distributed	3,000	760
Total Merchandising	Number of units distributed	2,100	1,248
Adult Bag	Number of units distributed	1,000	530
Kid Bag	Number of units distributed	200	75
USB	Number of units distributed	400	196
Notebook	Number of units distributed	500	447



Surveys

- The level participation in the project and its social impact on the territory will be measured by surveys in the different dissemination activities and communication tools.

At least, surveys will give us information about:

- Profile of visitant/participant
- Region of origin
- Level of understanding of contents
- Level of change in the opinion
- Evaluation of new knowledge
- Evaluation of useful information given during the event/activity
- Level of satisfaction with the activity/event
- The interest of more information about the project
- The interest of visiting the restored area in the future
- Suggestions

LIFE TECMINE IDENTITY

It has been created a project logo which contains two elements: LIFE LOGO + TECMINE LOGO

This composition cannot be divided

It is available two TECMINE logo versions:

TECMINE without project tittle

TECMINE with project tittle

COLOR VERSION



BLACK AND WHITE VERSION



DISSEMINATION TIPS FOR PARTNERS

Disclaimer

Use this disclaimer in any document, communication or publication of LIFE TECMINE project:

This project has been funded with support from the European Commission.

**This publication [communication] reflects the views only of the author/s, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

Project information

- Project title: Innovative techniques for Facies Weald and Utrillas mine restoration
- Project acronym: LIFE TECMINE
- Identification project: LIFE16 ENV/ES/000159
- ✓ Use the project acronym (LIFE TECMINE) to refer the project in any type of communication
- ✓ Do not use only “TECMINE”
- ✓ Include the identification project LIFE16 ENV/ES/000159 in deliverables and project documents.

Logos

- ✓ LIFE TECMINE logo: use it always in any technical documents, deliverables, articles, print material, etc.
- ✓ Partner’s logos: use them when it is possible and/or necessary



Website (<http://www.agroambient.gva.es/en/web/life-tecmine>)

- ✓ Please promote it by including the website's URL address in your company website, in your signature and in all promotion materials (posters, brochures, press releases, articles, etc.)
- ✓ Please update it frequently, at least every month (new publications, events, agenda, working documents, presence in media, etc.), by sending contents to Communication Team

Newsletters

- ✓ Please don't forget to send frequently to Communication Team short articles about your actions, field works, progress, meetings, presence in media, etc. (adding links, images and videos).
- ✓ Please use the news template
- ✓ Please when communicate (by mailing, company website, etc.) don't forget to add links to already published articles on the website

Social Media

- ✓ Please don't forget to publish a post on Twitter and Facebook about your field work, interesting meeting, daily task of the project, next steps, opinion, etc.
- ✓ You can consult users and hashtag related to LIFE TECMINE to post on Twitter (see Annex IV)
- ✓ Please send to Communication Team the Twitter template with the information you want to publish (adding photos and videos in the mail) in order to post on the LIFE TECMINE Twitter profile (twitter.com/LIFETECMINE) and LIFE TECMINE Facebook profile (pending).

Presence in media

- ✓ Please use the Presence in media template if you publish any communication about LIFE TECMINE in press or other mass media
- ✓ Please send the template completed to Communication Team in order to upload on the website

Images and videos

- ✓ Please take photos and short videos (1-2 minutes) regularly of your actions, field work, daily works, meetings, etc.
- ✓ Please send all audiovisual material to Communication Team in order to create a Photo and Video Gallery on the website

Stakeholder's database

- ✓ Please check regularly the stakeholder's database and introduce new contacts (see Annex II)

Project documents

- ✓ Partners are responsible for the elaboration of studies, projects, guidelines, reports, etc.
- ✓ Use the documents templates available for all documents of LIFE TECMINE project
- ✓ Templates include LIFE PROGRAMME communication requirements: LIFE logo, project logo, disclaimer, identification project

Event report



- Many events can be an opportunity to disseminate and promote the project and the results, especially to transfer the knowledge acquired during the project implementation. For example: conferences, forums, workshops, congress, awards, seminars, special days, etc.
- ✓ Remember to publish scientific papers about project and to participate in scientific international forums.
- ✓ Remember to publish scientific articles about project in national or international scientific journals.
- ✓ Please use the event report template (adding photos, event poster, agenda, articles presented, etc.)