

PRESOURCE

PROMOTION OF RESOURCE EFFICIENCY
IN SMES IN CENTRAL EUROPE

Dissemination Concept for EDIT Value (WP 3.3.1)

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1. Dissemination objective

The main objective is to promote the EDIT Value tool among the primary target group of PRESOURCE: Intermediaries and multipliers who are working on an every-day basis with SMEs from the production sector (members of craftsmen, engineering or business associations, cleaner production centres, training institutions and vocational education centres).

2. Internal dissemination means

2.1. Competence Platform

The EDIT Value tool will be presented at the Competence Platform under toolkit.

In the section “toolkit” the following documents will be available:

- The 1 pager explaining what is the tool
- The EDIT Value implementation flow chart as mail picture of the page. Partners should check if they are happy with the actual graphic. If the flows are not correct the graphic should be revised. EPCO can also refine the design of this graphic.
- A guide on the tool – This will be prepared by Enviros
- Link to the national contact points
- In the future a set of frequently asked questions (FAQs)
- A set of quotes from companies that used the tool (this can be here or at the country level)

The tool in itself will be available from the national contact points in the respective country upon request (in the national language)

2.2. Other internal means

Presentations at the PRESOURCE Conference and workshops:

- A whole transnational workshop is dedicated to the EDIT Value Tool in Bologna in September 2014 One day will be dedicated
- The first day of the PRESOURCE conference in Berlin in November 2014 is dedicated to the tool

PRESOURCE Newsletters

- One full newsletter will be dedicated to the tool in October 2014 (mailing list with more than 1000 recipients)

3. External dissemination means

- Publication of scientific papers:
 - At least 2 publications on EDIT shall be published in scientific papers
- Presentations at other projects / initiative conferences:
 - In the remaining months the EDIT value tool shall be presented in the forum of other relevant conferences and workshops. Two highly relevant events are:
 - The European Resource Forum in November 2014 in Berlin
 - The Slovenian Resource Conference in Ljubljana in October 2014
- Stories in the Newsletters of PRESOURCE Partners or Associated Partners /Relevant networks

4. Direct Promotion

PRESOURCE partners shall make use of the Board of Associates of the project. The following Associates are relevant for the EDIT Value tool:

Name of the Organisation	Country	Name of the Contact Person	Thematic focus
SITA CZ	Czech Republic	Mr. Zdenek Horsak, general manager	WP3
Envirocont	Czech Republic	Ms. Andrea Bednarova, director	WP3
Ministry of Environment	Czech Republic	Mr. Daniel Hajek	WP3,
Chamber of Commerce	Czech Republic	Ms. Lenka Janakova	WP3,
COSMOB s.p.a.	Italy	Francesco Balducci	WP3
LCA-lab srl	Italy	Francesca Falconi	WP3
Ecoinnovazione srl	Italy	Alessandra Zamagni	WP3
Chamber of Commerce, Wirtschaftskammer Steiermark	Austria	DI Peter Postl	WP3,
KÖVET Association for	Hungary	Károly Bognár	WP3



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Name of the Organisation	Country	Name of the Contact Person	Thematic focus
Sustainable Economies			
Lodz Region Marshal Office	Poland	Mr Artur Stelmach, Director	WP3
Modell Hohenlohe	Germany	Ms. Nicole Meier and Mr. Jürgen Szilinski	WP3

The PRESOURCE partners shall hold informal consultations with these Associates aiming at introducing and promoting the tool. These informal consultations (face-to-face or via telephone) shall be documented using a template that is distributed by EPCO.



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