

COMMUNICATION PLAN

LIFE-MED, Medical Equipment Discarded – A new integrate system to reduce waste by medical equipment and medical WEEE

INTRODUCTION

Scenario analysis

In 2012, in the European Union there were 11,000 hospitals and 68,000 medical institutions. There were about 3,000,000 beds for acute illnesses. There were 55,000 veterinary centres too. Health spending accounts for about 10% of national budget of European countries.

Waste produced by medical institutions is quantitatively significant and has a certain complexity. The cycle of use of the equipment in a medical institution is short: criteria of functionality, security, adaptation to new standards contribute to a continuous change in the equipment. It is estimated that, in European hospitals, an equipment has an average utilisation rate of 5 years. Most of the medical equipment for people or animals is represented by equipment with electrical and electronic components, which are in many cases disposed of as WEEE.

Information on the management of medical WEEE in individual European countries is poor. Besides that, today the lack of the WEEE management “system” is that it is not taken into account the possibility of re-use, neglecting prevention.

Project summary

The coordinator beneficiary is Cantiere Autolimitazione (CAUTO), the associated beneficiary are Medicus Mundi attrezzature (MEMUA), The University of Brescia, Faculty of Engineering, Ateliere Fara Frontiere (AFF) and Legambiente Lombardia.

MED project deals with the management of discarded medical equipment and devices. The project addresses primarily the environmental problem of sustainable waste and natural management. It supports waste prevention programmes and measures to promote the application of the waste hierarchy.

The aims are:

- implementation of a new integrated management system for discarded medical equipment.
- Prevention of waste production.



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- Correct management of medical waste
- Donation of medical equipment
- Transnational application in Romania
- Organisation of a working table for consultation about proposals, new procedures and legislative changes.

It provides a reduction in the production of waste from health care facilities and veterinary clinics through the application of an integrated system that foresees the preventive donation of biomedical equipment and devices to organizations and associations in EU territory.

At the end of the project Life-MED, the disposal of 100 ton of equipment will be avoided.

Through a partnership with Ateliere Fara Frontiere, a Romanian association, the project has a direct transnational application.

The sustainability of the management of hospital waste will be addressed also through the analysis of the regulatory framework within a working table of consultation, composed of Italian institutional stakeholders in charge with these issues, (consortia, control authorities, government agencies in charge, sector trade associations).

COMMUNICATION STRATEGY

A project, to be effective and successful from a communication point of view, must be recognised with signs, forms, colours and spaces.

Thanks to a designed and planned visual identity, the project communication will have a specific and identifiable place in the media context.

A communication plan will be defined in order to plan, monitor and evaluate the diffusion actions carried out in the media at local, regional, national and European levels.

The communication plan will play the role to rise a citizens' responsibility in waste reduction, re-use, legality value and dignity of work.

Every year the communication plan will be updated and all the actions placed in the media and other diffusion actions carried out will be registered, and a communication report will be written at the end of the year.

Objectives

- To promote and achieve the aims of the implementation actions developed in project.
- To spread the results fulfilled during the project both to the interested actors and to a wider audience.
- To promote the Life programme and its opportunities for EU citizens.





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Targets

- **Medical institutions and veterinary clinics.** They are essential targets to reach with the communication and dissemination activities in order to achieve the goals of the action B1, which foresees contacts and agreements with medical institutions and veterinary clinics to collect the discarded devices and equipment.
- **Health and social and entities that carry out charity actions in EU territory.** The involvement of these organisations ensures the achievement of the action B5, which has the aim to develop the donation process of the recovered medical equipment.
- **Private citizens in Brescia territory in need of home healthcare equipment.** The effectiveness of the action B6 depends on specific dissemination initiatives, able to reach private citizens in order to propose the service of distribution of recovered medical devices for private use.
- **Environmental organisations** carrying out actions on waste management. They are potential interested stakeholders, as the project addresses the environmental problem of sustainable waste management. In specific the project foresees the reduction in the production of waste from health care facilities and veterinary clinics and the reduction of CO2 emissions. They are addressed the results of action C1 on the environmental impacts of Life-MED project.
- **Beneficiaries of Life programme that have developed or are developing projects dealing with WEEE management.** The dissemination of the results of the project to other Life programme beneficiaries ensures an effective networking activity, as foreseen in action E1, by transferring and exchanging know-how and knowledge.
- **Ministry of Environment and Protection of Land and Sea, Ministry of Health.** As proposed in action B8, their involvement is essential to have a standardised and easily reproducible process, working on common procedures and legislative change or simplification.
- **Universities.** The scientific academic entities are interested stakeholders in the developing of the actions A1 and B2. These actions have the aims to analyse the technical and scientific literature in medical WEEE management and to propose scientific criteria for the correct characterisation of some medical equipment.





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Key-Words/Messages

- **A second life for WEEE.** The project gives an opportunity to recover discarded medical equipment and it can let them to have a *second Life*.
- **No B-materials.** The communication actions must spread the idea that the project is able to recover and distribute medical equipment with the same functionality and efficiency of the new ones.
- **Accessibility to qualified materials.** The project gives the opportunity to organisations carrying out charity actions or people in need of home healthcare devices to have access to medical equipment with all the standards requested.

Tools And Actions:

- **Logo and an editorial/ graphic line.** Definition of the image of the project through the creation of logo and an editorial/graphic line that will be used for all promotional materials. The logo is the peculiar element to easily identify the project, without any written explanation. Thanks to a designed and planned visual identity, the project communication will have a specific and identifiable place in the media context. Legambiente will submit to the project partners a questionnaire to collect expectations, ideas and knowledge, in order to create as better as possible the right project visual identity.
- **Training and promotional materials** (brochures, posters, promotional bags, and so on), useful for the spreading and learning of the core themes of the project. Materials will be ecological, sustainable and texts will be edited in Italian, Romanian and English and they follow the project visual identity. Different materials will be produced in relation to the targets to reach: medical institutions and veterinary clinics, social organisations, universities, private citizens....
- **Project website.** A dedicated website to the project is essential to disseminate and communicate the project results and outputs to any level of stakeholders. Life-MED website will be realized in English, and there will be translations in Italian and Romanian. The website will be an interactive platform for the different actors involved and interested to exchange knowledge and information about WEEE (management, disposal, recovering and distribution, legislative state of art...).





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The website will be clear and easy to visit with the following information: partners' profiles, project description, actions in progress, press and communication, documents events, networking, Life programme.

The website will be also a useful tool to monitor the implementation of the project because the updates of the actions progress are perfect indicators for the assessment and evaluation of achievement of the project outputs.

- **Notice boards** to be placed in the leader's and partners' facilities, in strategic positions of the involved locations, accessible to the public.
In Life-MED project 10 roll-ups are foreseen, 2 for each partner (EN-IT versions). The choice of roll-up is due to the fact that this communication tool is easily to transport and to place in any situation. The roll-up reports the project name, its goals, its duration, the budget and EU contribution. Partners' and Life programme logos and identifications will be visible and clear. The graphic will follow the indications of the visual identity.
- **Mailing-list.** The traditional mail is still a good communication tool. A direct relationship with the targets must not to be forgotten. Mail is essential for the communication with the media and with all the actors involved in the implementation actions (B).
- **Press releases.** Since the start of the project, concerning all relevant events (conferences, dissemination in public events, final conference, etc.) which will be periodically sent to local and national media (newspapers, TVs, radios and press agencies).
In the project at least 10 press releases will realized and published on the website and sent to other specialized sites (collected with the networking activities and project mailing list).
- **Newsletter.** A collection of short news that inform about the progress of the project and about specific items dealing with the project issues.
In the project will be realized at least 5 newsletters and 1 newsletter "special edition" for the final conference.
The newsletters will be published on the project website and sent to the mailing list, collected among all the actors contacted during the implementation of the actions with a voluntary subscription.
The language will be English with the possibility to have translations in Italian and Romanian, depending on partners' needs.
- **Participation of national (or international) fairs and events.** The participation to national and international events is useful to reach a wider audience interested in the issues managed in the project.





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It is strategic for the dissemination of the results of the project ad to get a multiplier effect the participation to “Ecomondo” in Rimini, “Fa la cosa giusta” in Milan, European week for the waste reduction and other events pointed out during the development of the project. To produce an effective impact with this tool, the communication plan foresees the participation at least to 10 events/fairs/conferences during the project duration.

- **Marketing campaign:** a specific campaign will be planned in order to support the action B5 and B6 for the proposal of recovered devices and equipment and their effective distribution.
- **Social networks.** Nowadays social networks are extremely useful as a communication tool. Facebook, twitter pages shall be developed for the project and regularly updated.
- **Articles on newspapers and specialised magazines.** The project results and outputs will be promote and disseminate with articles on different print media, in relation to the targets to reach, the issue and the intervention area. To promote the distribution process developed in action B6 local newspaper and magazines will be involved in Brescia area. To disseminate the results of the implementation actions specialised magazines will be contacted, such as Rifiuti Oggi and La Nuova Ecologia.
- **Networking activity.** To spread as much as possible the project results and to exchange knowledge and experience in the project issue with qualified and interested stakeholders, a networking action will be developed. A contact list will be created, related to other Life projects dealing with similar contents, partners’ relationship and new subjects involved in project development.
- **Final conference.** The organization of a final conference is a useful tool to disseminate the project results. To communicate the event, invitation card for the conference both on paper and via web, binders for conference press, brochure, will be designed.

MONITORING AND EVALUATION

A monitoring and evaluation strategy will be developed to ensure the effectiveness of the communication strategy and to be able to adjust the dissemination tools *in itinere*.

Each partner shall collect a regularly updated press review, sharing it with the other partners’ ones to present a unique general project press review.

The number of the contacts collected with the mailing-list, the newsletter subscriptions, the website visits will be useful indicators for the communication plan.





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The number of the users of the social network will also monitor the project communication.

The participants to the events and meetings will contribute to the assessment of the communication plan.

Shared and dedicated registers will be realised and regularly filled up by the partners.

They will represent a data collection to evaluation the achievement of the communication strategy.

