

# Deliverable Nr. E1.2

## After LIFE Plan

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# 1 Introduction

In this document we summarize the plan for communicating and disseminating the main project results once this has finished.

## 2 Dissemination during the LIFE MATHER Project

### 2.1 Objectives, tools and target audience

In brief, dissemination and communication activities implemented during the LIFE MATHER Project aimed at reach 4 goals:

- inform relevant audiences about the benefits of the MATHER project, raising their awareness about the project’s goals in general and about the specific opportunities offered by the MATHER tool, engaging them in future trials;
- inform policy makers and health units, in order to raise their awareness about project goals and activities;
- communicate and disseminate project knowledge to stakeholders and to the public;
- inform Intermediaries (Industrial Association, etc.), with the ultimate goal of gaining their support and therefore act as an effective communication channel, reaching out to their networks.

For the dissemination and communication of the MATHER project, the main tools used were:

- project website;
- partners’ social media channels;
- one-to-one mailing;
- project presentation;
- banners, gadgets, notice board and project brochures;
- participation to events;
- webinars;
- articles and publications.

MATHER’s main dissemination and communication target has been the “manufacturing industry” and its wider supply chain, since this sector can directly find benefits from use of the LIFE MATHER tool. As other key stakeholders categories might indirectly benefit from a more efficient management of chemical data in products, the consortium decided to spread and disseminate the purpose and core message of using a system such as MATHER and create awareness about a better management of chemicals also to general public, policy makers, health units and other international research projects.

### 2.2 Achieved results

The main results of the dissemination activities can be summarized as follow:

- 17 events attended across EU (many more events were planned, but, due to the pandemic, during 2020 there was a decrease of events’ organization worldwide)
- 3 main events / workshop organized by the Mather consortium
- 2 webinars organized for dissemination purposes
- 2 articles and 18 social post published
- 2600 views of articles and posts - over 1550 reactions to the posts + 20.000 views of posts and articles of the Final event communication campaign
- 1846 access to the MATHER website from 10 different countries

- more than 600 gadgets, brochures and project materials distributed.

It's important to emphasise that the intensity and quality of dissemination activities increased progressively with the development of the project itself and the creation of the MATHER platform. The main result to be achieved was to raise awareness among both businesses and public authorities about the need for a transparent and coordinated chemical data monitoring system. To achieve this goal, it was useful to create a network around the project by participating in many events dedicated to the LIFE Programme and to topics such as environmental sustainability, chemical data regulations and circular economy.

### 3 Actions for MATHER after LIFE

Afterlife communication plan will be a natural continuation of dissemination activities that have been successfully carried out during project implementation.

All actions included in the afterlife plan will be carried out in order to assure further dissemination of the project objectives and results as well as key messages and lessons learned.

The main objectives of the afterlife communication plan are:

1. maintain the LIFE MATHER tool and update with enhanced functionalities;
2. effective dissemination of project's results to target audiences, stakeholders and interested parties beyond the project end;
3. maintenance of the collaboration between partners, stakeholders and LIFE Projects

All project partners will be committed in promoting LIFE MATHER afterlife proposed activities and in ensuring it will achieve long term results and impacts.

#### 3.1 Actions to provide continuity and updates of the LIFE MATHER Tool

The LIFE Mather tool will be kept updated and used in Whirlpool. **Tool's functionalities improvement** and adjustments will be encouraged in order to quickly adapt to business needs and policies changes. **Analysis and researches on material substitutes** with lower impact on health and environment will continue, in order to extend the range of alternatives components, taking in consideration also products' performances, costs and quality.

**Communication and training activities** on how to use the tool and on its benefits will continue internally within company functions and with suppliers along the supply chain. The scope will be to increase the number of suppliers that share their FMD in order to obtain more data and, therefore, more results.

#### 3.2 Actions to support effective dissemination at the end of the project

The **Project web site**, that may be reached at the url [www.matherproject.eu](http://www.matherproject.eu), will be online for up to five (5) years after the end of the Project. The adoption of an open-source solution for contents management (WordPress) will keep maintenance related efforts at a minimum level. The Coordinator, with the support of other partners, will collect significant updates and will publish on the Project Website. Any additional news will be published also, as already done during project implementation, in **MATHER partners' social pages** (LinkedIn, Facebook).

To ease dissemination of the project results, the **LIFE MATHER tool Demo** will remain online and will be available in the specific section of the Project website for up to 5 years after the end of the Project.

Additionally, partners are committed to sponsor LIFE MATHER project results in **conferences, webinars, workshops**, ecc they are invited to take part to and that are related to project topics. In these occasions, project dissemination materials (**brochures, layman report, notice board**, ecc) produced during its implementation will be used and distributed.

### 3.3 Actions to maintain collaborations

LIFE MATHER Partners will stay in touch after the end of the project and will update each other on further dissemination activities and on LIFE MATHER tool progresses.

The **collaboration with other LIFE projects** will be continued to explore other possibilities in better chemical management and to share LIFE MATHER best practices and experienced.

The **business connections** built during replicability activities (Action B4) will be kept posted on new features of LIFE MATHER tool and its positive impacts on sustainability strategies.

Also the **policy makers and health units network** flourished during Action D2 will be updated with LIFE MATHER tools important achievements and results and will be encouraged the dialogue between institutions / regulatory bodies and business environment.

