



OSAMAT ENV/EE/000227

Project is financed with the contribution of the LIFE financial instrument of the European Community

Eesti Energia AS

Project: LIFE+ 09/ENV/000227 OSAMAT

After-LIFE Communication Plan

2017-2021



Tallinn

2016



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Changing people's attitudes is a long-term process for every issue related to waste use as a product. The OSAMAT project could be considered as a first step in a progressive awareness-raising approach, which will continue in the future. An After LIFE Communication Plan is therefore needed to continue disseminating information and make the results received during the project acceptable and applicable.



The objective of an After LIFE Plan is to increase the usefulness of the project.

This After LIFE Plan will be divided in two sections:

1. The brief presentation of the OSAMAT project and the invasive plants issue, with a focus on the project results, activities and impacts on the target audience.
2. Presentation of the strategy to continue the communication with the target audience for the coming years. This After LIFE Plan is scheduled for a five years period [2017-2021].





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BACKGROUND: OIL SHALE ASH (OSA) GENERATION, SPECIFICATION, AND THE NEED FOR COMMUNICATION.

Oil shale ash is generated during combustion and energy production from oil shale. Every year around 6 mln tones of OSA is produced. Unfortunately, only 3% of OSA is used as a material – the rest amount goes to the landfilled. OSA is chemically and physically very valuable material that can substitute cement in some applications fully or partly. The production of OSA is similar to cement production: raw material is withdraw from the mines, burnt at the similar temperature and the final products have the similar composition. The similarity of OSA and cement have been proved in many scientific articles, however cement goes to production of concrete, OSA goes to the landfill. The world “landfill” has created the special attitude to OSA: it is considered as something very dangerous and unusable for anything. The stamp “hazardous waste” automatically leads to negative perception without going deeper to the details.

The OSAMAT project was considered from the very beginning as a tool to give “life” to OSA as valuable construction material. We understood that it was not enough to speak how many scientific researched have been done, but we needed to show, to demonstrate that OSA really can be use as material and it is safe to environment and human health.

OSAMAT project goals were to demonstrate oils shale ash (OSA) use as a binder material in road construction and disseminate know-how of the pilot sites construction methods, quality control, monitoring, measurements and results. Dissemination strategy and tools were worked out to deliver the project information to the target groups and wider audience in Estonia as well as in Europe. The dissemination actions went along with demonstration activities from the start of the project in 2010 until the end of the project in 2016.

The target audience included:

- local and European authorities: environmental units, road administrations and other legislative authorities;
- the industry that treat the wastes and wish to be encouraged to convert the waste into feasible products;
- the constructors that need to carry out cost effective and environmentally friendly processes and can do it by applying the methods of the OSAMAT project;
- the civil-engineering experts or consultants who need to solve different civil-engineering problems and can benefit from the OSAMAT knowledge while planning challenging projects and designing important applications;
- Scientists and educational organizations that combine theoretical and practical results to propose a material development strategy on scientific bases.
- General public to inform about OSA potential and change the perception to OSA from waste to product.

All together during the project period the information about OSAMAT project and results was disseminated to the target groups in 17 different conferences in Estonia, Kazakhstan, Jordan, Sweden, Denmark, Belgium, Germany, Poland, Finland, and Lithuania.



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The OSAMAT booklet was disseminated at different conferences and meetings in total amount of 365 items.

The OSAMAT is presented in 2 video films and After-LIFE slides.

The project results are presented in different reports including Guidelines for European Practice that gives a practical instruction to the constructors about OSA use in road construction.

Effective dissemination helped to change the perception of public to OSA as to waste and made important decisions at the country level. The visible results included:

- On authorities level:
 1. OSA standardization in Estonia (EVS 927:2015 ““Burnt shale for building materials. Specification, performance and conformity””. Available at www.evs.ee.
 2. Estonian Road Administration decided to design Tallinn-Tartu highway swamp area by mass-stabilization technology with OSA.
 3. OSA testing in Lithuania at Road Administration laboratory.
 4. OSA testing and results presentation to the local authorities in Finland and Sweden. There have been several meeting with Finnish and Swedish authorities to present OSA.
- Contractors, constructors, civil-engineering experts, consultants, industries:
 1. Start of collaboration with Estonia Rail Baltic OÜ (RB). Rail Baltic railway construction is one of the biggest construction in Baltic States in the nearest future. Together with RB the OSA testing with RB railway soils will be started in 2017.
 2. Start of collaboration with Ramboll Finland. OSA has been tested and considered as valuable construction material for stabilisation of contaminated sea sediments and soft clays.
 3. Start of collaboration with Cowi AB. OSA is been testing in stabilization of the contaminated sediments in Sweden.
 4. Start of collaboration with the companies (Renotech Oy, Fatec Oy) that researched the treatment of OSA to give the specific properties to the final material based on OSA.
 5. Start of collaboration with ECOBA and OSA (and brown coals ashes) promotion at European level.
 6. Start of collaboration with other companies with whom the potential of OSA is under discussion at the moment.
- Scientists and educational organizations:
 1. Continued the collaboration with Tallinn University of Technology, National Institute of Chemical Physics and Biophysics, Tartu University. As a result several scientific articles have been issued during the project time and some are planned to be written in the future based on project results.

The dissemination tools used to reach the target audience were the project webpage, notice boards at piloting sites, project activities DVD-presentation, articles in professional magazines, reports, conference papers and oral presentations about the project, a booklet, Layman’s report, Dissemination Reports, slides about the project and After-LIFE Communication Plan for After-LIFE communication.

As these tools showed to be effective, then the same approach will be used in After –LIFE communication.



THE AFTER-LIFE COMMUNICATION PLAN

The After LIFE Communication Plan is focused on the development of collaboration with the target groups to make project results useable and useful in Europe and Estonia. Four main communication tools will be used to reach the audience: (1) re-printings and dissemination of communication materials; (2) participation in the conferences around the Europe and dissemination of project results; (3) production of articles based on project results and (4) maintenance of the project website.

Re- printings and dissemination of communication materials

Description

OSAMAT project printed materials include OSAMAT booklet, Layman's report, After-LIFE slide presentation and OSAMAT video. The materials contain brief information about the project goals and results and are very convenient tool to attract the attention of the target audience to the main and important points. Printed materials and video on DVD is easy to disseminate at the different conferences and other events. The materials are always supportive at different meetings and negotiations with clients and authorities.

Target group

Local and European authorities, constructors, contractors, consultants, civil-engineering experts and general public

Institution responsible

Eesti Energia AS (print and dissemination), Nordecon AS and Estonian Road Administration (ERA) will be responsible for dissemination.

Period/frequency

The materials will be disseminated during the whole period of Communication from September 2016 to the year 2021 at the different conferences, events and meetings. Additionally all the materials are available at the OSAMAT webpage. The goal is to disseminate not less than during the project life: around 400 booklets, 400 Layman's report and 200 DVD with OSAMAT video

Participation in the conferences around the Europe and dissemination of project results

Description

The OSAMAT project results are very important to present to the wider audience to promote alternative material like OSA and modern technologies such as mass-stabilisation technology. The most effective way is communication with the person directly or at the conferences. The project results are going to be presented on local events and international conferences.

Target group

Road administrations, municipalities, different authorities, constructors, civil-engineering experts, scientist.



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Institution responsible
Eesti Energia AS, ERA
Period/frequency
The project results will be presented at different conferences during the whole period of Communication from September 2016 to the year 2021. It is planned to take part at list at 1 conference a year.

Production of articles based on project results

Description
OSAMAT actions have generated a lot of new and valuable information that haven't been assessed before. The project data are the source for new analysis and conclusions in scientific articles or professional magazines articles. The scientific analysis will help to promote project results as specific information between the road construction experts and scientists. This is a very important part of the dissemination as all the decisions (especially in the new field such as OSA use, mass-stabilisation technology use) at the countries level are supported by fundamental scientific assessment.
Target group
Authorities, civil-engineering experts, consultants, scientists
Institution responsible
Eesti Energia AS and Road Administration in collaboration with scientific institutions.
Period/frequency
There is a plan to produce at least 2 scientific article and 2 professional articles (magazines) during the period of Communication from September 2016 to the year 2021. The first articles will analyse the project results and the later articles will analyse the results of After-LIFE follow-up program.

Maintenance of the project website

Description
OSAMAT project webpage www.osamat.ee was created in 2010 and will be maintained and updated with the new information during the whole After-LIFE period. The project webpage contains all the project reports, important news, pictures, presentations and beneficiaries contacts. The webpage will be regularly updated when the important information will come, including After-LIFE follow-up program results. Anyone has an access at any time to the project information, results and contacts.
Target group
Local and European authorities, municipalities, constructors, contractors, consultants, civil-engineering experts and general public
Institution responsible
Eesti Energia AS
Period/frequency
The OSAMAT project webpage will be updated in the period 2016-2021years