

Communication and dissemination of information that has been carried out, May 2014

The actions regarding information and communication stretches through nearly all of the other actions within the project. This document will keep track of some of the activities for instance press releases, press contacts, conferences, information material, notice boards, presentations, events, websites, media work. But also documents such as instructions, templates, minutes and deliverable products are included.

Continuous information about activities and information activities are also presented on the website.

The project start was in September 2011 but information actions were carried out already before this date. For example a press release in connection to the approval of the project in July 2011 resulted in a number of articles both in paper, TV and on the Internet – these are presented in tables below. A communication officer was appointed and in the pre-process announcements with information about the project were spread.

During the startup of the project dissemination of information was carried out every time someone from the project attended planning meetings, board meetings or information meetings.

Publications

Type of publication	No. publish	No. of copies	Languages	Date	Comments	
Layman's report						
Minutes	13		Eng		PMG-minutes/web	
	1		Sw/Eng		Minutes action 1/mail	Introduction meeting, regional council Jämtland
	1		Sw/Eng		Minutes action 1/mail	Meeting county council Jämtland
	2		Eng		Minutes action 2 /web,mail	Meeting planning website,webpages
Manuals	6		Eng		Project member manuals/web	Open meeting, economic reports etc.
	3		Eng	Oct 12	Project member manuals/web	Time sheet template, time report, cost report
	1		Eng	20120514	Communication plan – first draft	Second draft planned to May 2014/midterm
Action list	1		Eng		Attachment to PMG minutes/Web	
Activity reports	1		Eng		Initial report /web	
	1		Eng		Inception report/web	
	1		Eng	Apr 13	Pre Progress report/web	
	1		Eng	Jul 13	Progress report/web	
	1		Eng	Mar 12	Monitoring protocol /web	
	1		Eng	Jan 13	Monitoring protocol /web	
Leaflets	1		Eng		Handout, brief information/web/print	Used at a least 4 different occasions
	1		Eng		Handout Event Walk of Life/web	Promotion Walk of Life 21th of may2012
	2		Eng	2012-09	Updated presentation of the project /Web "Wanted" "About"	CleanMed Europé Malmö
	1		Eng	2013-12	Would you buy a new type of blood bag?	
Brochures						
Posters	1		Eng	Oct 2012	Forum for a non- toxic environment	Swedish Chemical Agency's annual conference
	1		Eng	Sep2013	Would you buy a new type of Blood bag?	CleanMed Europé Oxford
Roll up	1		Eng	2011-10	Brief information –like handouts	Used at least 3 different occasions

	1		Eng	2012-09	Updated presentation of the project	CleanMed Europé Malmö
	1		Eng	2014-01	Update-correction of map with beneficiaries	
Books						
Technical publications	1		Eng	2012-03	LCA of PVC Blood bag	Calculations to use for comparison to PVCfree blood b.
Presentation	1		Eng	2013-03		European Parliament for a lunch debate on how to move towards a non-toxic European healthcare
Presentation	1		Eng	2014-10		The LIFE EDESIA kick off meeting in Rome
Presentation	1		Sv	2013-10	The long and winding road to achieve - a new nontoxic product on demand.	Swedish national conferens - Procurement with environmental and social demands - with the PVCbloodBag project as a brilliant example.
Presentations Kickoff	9		Eng	2012-02	Lectures Kickoff/web	
Invitation Kick Off	1		Eng		Web/mail	
Program Kick Off	1		Eng		Web/print	
Pictures from Kickoff	1		-		Web	
Letter of Intent	1		Eng		From prestudy/web	
Invitation to CleanMed Europe13	1		Eng/Sv		Mail/Web/Newsletter	Press,international press, Red Cross Europé, Red Cross International, County councils, Blood Alians organisations, Conferens delegates etc
Invitation to CleanMed Europe12	1		Eng	Jun 12	Mail/Web	Press,international press, Red Cross Europé, Red Cross International, County councils, Blood Alians organisations etc
Presentations Paralell session B3 CleanMed Europe12	5		Eng	Sep-Oct	Lectures /Web	Paralell session B3 - PVC Replacement in Healthcare –org by the project
Pictures from CleanMed Europe12	1		Eng	Sep/Oct 12	Web	
Pictures from CleanMed Europe12 Subsport Work Shop	1		Eng	Sep 12	Web	Workshop attended by the project
Note -Picture from CleanMed Europe13	1		Eng	Sep 13	Web	Well visited poster presentation in Oxford

Notepads with project logo	100?		Eng	Sept 12	print	
Stickers with proeject logo	200		Eng	Sept 12	print	
Beverage-bags, pvc free with project logo	4		Eng	Sept	Print/bag - reusable	Beverage at Clean Med Europe. Paralell session B3 - PVC Replacement in Healthcare –org by the project.
"handbags"+bag, pvcfree with project logo	3		Eng	Sep 13	Print/bag sewed on our own	Made bag ourselves out of the first batch of pvc free plastic film produced in the project - to show and feel at the CleanMed Europe Conf. Oxford
Petition	1		Eng			
Press release	1		Eng/Sw	July 2011	Approval of project/mail/web	
	1		Eng	Jan-Feb 2012	Kick Off meeting in Copenhagen	
	1		Eng/Swe	May 2012	LCA-study	
Final report prestudy	1		Eng		Web	Background information for this project
Newsletter	2		Eng		Mail/Webb	Projects own newsletter – updates about the project
Other (please specify)						

Media and other dissemination work

Type of media	Date Before/No	Sep 11	Oct 11	Nov11	Dec11	Jan12	Feb12	Mars12	Apr 12	May 12	June 12	July 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	
Project website: average number of visitors per month Website launched Oct 2011			127	54	166	418	400	219	198	248	?Failor in reporting	(0713-0812) 390	262	311	229	228	241	
Project placed on beneficiaries wesites Karolinska:													x					
Melitek							x											
Totax		x																
Wipak									x									
Ec.europa-eu- LIFE webbsite		x																

Press releases made by the project	20110721				01-25				07/Sw 09/Eng								
General public article in national press																	
General public article in local press	ÖP				ÖP												
General public article in local Danish press													????				
Specialized press article	20110801 Plastforum																
	201108 Kemivärlden																
																	Europeinnov a12 (Danish ministry for Science, Innovation and higher education
																	Medical Plastic News, issue 8
Internet article	20110802 Jll				Läkare för miljön				Miljöinn o- vations r								
	20110801 Läkare för miljön Plastforum Silobreaker								Silobreaker								
									EU LIFE+ Events								
										Life news							
			HCWH Healthcare without harm														HCWH Healthcare without harm

															Innovation and higher education			
															Medical Plastic News, issue 8			
TV news/reportage	20110727 SVT Mittnytt																	
Radio news/reportage																		
Film produced																		
Film played on TV																		
Film presented in events/festivals																		
Exhibitions attended																		
Information centre/Information kiosk																		
Project notice boards/websites			1															
Internet Blogs							Poliom etern											
							Gröna Blogga r											
															Eco Innovation AB			
Other (please specify)																		
Type of media	Date	Jan 13	Feb 13	Mars 13	Apr 13	May 13	June 13	July 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mars 14	Apr 14	May 14
Project website: average number of visitors per month Website launched Oct 2011		331	266	312	203	247	113	60	61	111	149	99	54	113	102	108	155	146
Project placed on beneficiaries websites Karolinska:																		
Melitek																		
Totax																		

											without harm, Malmö
						x				20120524	Project monitor Diderick Velthoen. all actions in the project were reviewed.
						x				20120822	Project monitor Pekka Hänninen, all actions in the project were reviewed.
									x	20121022	Visit, work, meeting, beneficiary Melitek-Denmark
									x	20121106	Visit, work, meeting, beneficiary Totax/Primo-Poland
							x			20130227	Information Jämtland County Council
						x				20130321	Brussels -European Parliament for a lunch debate on how to move towards a non-toxic European healthcare..
									x	20130322	Brussels - policy strategy meeting on how to phase out EDCs in medical devices
									x	20131014	Life EDESIA Kick off in Rome, invited speaker
									x	20140108	Visit from meeting, beneficiary Totax/Primo-Poland
									x	20140310	Visit Red Cross Finland Hlsinki
									x	20140311	Visit, work, meeting, beneficiary Wipak-Finland
						x				20140404	Monitoring visit EC in Östersund
									x	20140513	Designmeeting bloodbag at Karolinska with Haemotronic
					x					20140516	Swedish Environmental minister visits- briefing
									x	20140514-15	Visit,work, economic meeting with beneficiary Melitek -Denmark
25-75 participants									x	20120207-08	Projects own Kick-off seminar I Copenhagen
				x						20121126	Lecture regarding the project at lunch at the Regional Council of Jämtland
									x	20120927	CleanMed. Europe -12. Paralell session B3 - PVC Replacement in Healthcare –org by the project (5 lectures)
									x	20120927	Lecture regarding the project CleanMed. Europe -12. Paralell session B3 - PVC Replacement in Healthcare
				x						20131119	International project within the region
				x						20140409	International project within the region
75-100 participants				x						20111128	Presentation for employees at the Regional Council of Jämtland

Target audience:	General public			Specialised audience (e.g. decision-makers)			Very specialised audience (e.g. experts, academics)				
More than 100 participants									x	20110928	Presentation at a seminar for chemical experts
				x						20111014	Open house for all employees at Regional Council of Jämtland
				x						20120229	Workshop Innovations of the future, Sundsvall
								x		20120313	Transfusion Medicine Region Days, Örebro, Presentation
			x							20120521	Walk of LIFE+ Get the blood pumping. Project event- 20 years celebration LIFE+
								x		20120703	Leading Health Care. Seminar Visby Almedalen –Information material distributed
									x	20120925-29	CleanMed. Europe -12. Seminars, workshops ,gatherings, discussions. The project presented In Plenum as one of the best examples.
								x		20121015	Presentation at Swedish Chemical Agency's annual conference- Forum for a non- toxic environment
								x		20121130	Medical National Conference 2012 The project got an abstract accepted for the Swedish Medical National Conference 2012. A new Prezi presentation was made for a 15 minutes presentation,
						x				2012 -autumn	Melitek has participated in an EU conference in Copenhagen where the project were picked as one of the good examples within EU Star/ LIFE
								x		20131010	Procurement with environmental and social demands - with the PVCbloodBag project as a brilliant example. Invited as a speaker
									x	20130917-19	CleanMed. Europe -13. Oxford. Seminars, workshops ,gatherings, discussions.



											Posterpresentation
		x								20131113-15	Are Sustainability summit 2013