

D6.12 Work package report

Work package 6: Dissemination and replication

Objectives

The objective of WP6 is to ensure a swift and targeted dissemination and replication of the project results.

Major activities and achievements

The major dissemination activities has been focused on promoting green public procurement to small and medium sized municipalities, both within the partner regions, nationally and on a wider European scale. The primary dissemination channels has been workshops, meetings and seminars, but also reaching wider through newsletters, web and social media, and mails to various regional, national and European networks. The project findings, case studies and training material from the PRIMES project has been disseminated to over 26 000 persons within the participating regions, countries and within the EU.

The main dissemination methods were

- Mass dissemination (newsletters, social media, web and email)
- Group dissemination (workshops, seminars and training)
- Personal contacts (personal meetings, telephone and mail)

	Number of mass dissemination activities	Reached by mass dissemination	Number of group dissemination activities	Reached by group dissemination	Personal contacts
Sweden	21	1594	13	258	33
Denmark	10	279	40	896	6
Latvia	10	1725	27	859	41
France	7	1034	43	600	0
Italy	29	7152	20	1811	600
Croatia	8	246	14	416	0
ICLEI	14	14000	4	200	20
Total sum	99	26030	161	5040	700

On the web page <http://primes-eu.net/> the findings from the project, case studies and training material, are available for download, as well as the newsletters. The public deliverables are also available. All partners link to PRIMES web page from their own web pages.

The PRIMES newsletter has around 60 subscribers. There has been 6 issues, the latter ones being sent out more frequently than in the beginning. Partners has redistributed the newsletter to their mailing lists



or in their own newsletters, where PRIMES findings has been disseminated, reaching in total over 18 000 persons.

- 10/31/2016 - [PRIMES newsletter #6 //Final Event](#)
- 07/07/2016 - [The latest news from the PRIMES project partners](#)
- 04/25/2016 - [PRIMES newsletter#4](#)
- 03/17/2016 - [Primes newsletter #3 Case studies and training materials](#)
- 06/25/2015 - [PRIMES - good practice examples on Green Public Procurement](#)
- 12/16/2014 - [What PRIMES project can do for green purchasing](#)

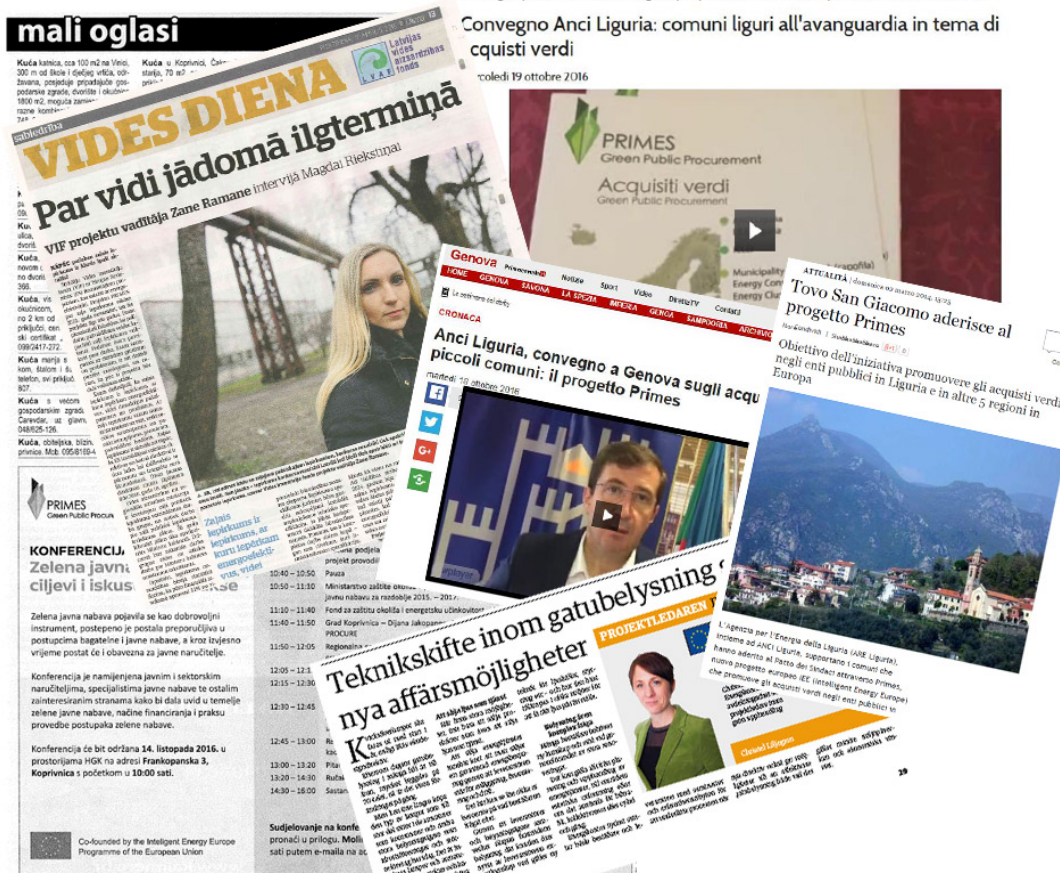
The brochure is published on the PRIMES web page and has been printed in 1000 copies, in English, Danish, Swedish, Latvian, French, Italian and Croatian. The partners has distributed them at meetings, seminars and workshops. Partners also has published the national version on their own web page.

The project partners has been active publishing articles and social media posts promoting PRIMES findings and actions. Of the 163 articles related to PRIMES, 79 has been published in print newspapers or on external web pages for example municipalities, procurement or news portals. There has even been some radio and TV spots. Furthermore has 11 press releases been sent out and almost 250 social media posts has been published.

Convegno promosso dall'Anci Liguria per promuovere le buone pratiche in tema ambientali

Convegno Anci Liguria: comuni liguri all'avanguardia in tema di acquisti verdi

colored 19 ottobre 2016



The dissemination in relation to Covenant of Mayors and partner ICLEIs extensive network of municipalities has proven utterly valuable in reaching the wider EU.

The dissemination channels used by ICLEI have included, among others, ICLEI's Sustainable Procurement Platform, and its news updates, the Public Procurement of Innovation Platform, the mailing list of the Procura+ Network European members as well as ICLEI Europe main website. Thanks to this extensive network ICLEI's dissemination activity has targeted all together 14.000+ European stakeholders; e.g. cities, public procurers, municipality representatives involved into procurement.

An important dimension of PRIMES has been to show ways on the practical implementation of GPP as inspiration for cities active on SEAP development. Especially in the PRIMES regions Liguria and Zealand the connection with Covenant of Mayors has been tight and the implementation of PRIMES has entailed exchange on how to use the GPP experiences gained under PRIMES in other municipalities.

Deviations, changes and lessons learned

The PRIMES project has from the beginning been a very administrative difficult project. The Annex 1 has not been consistent in its design and structure, and therefore the different parts (WP, outputs and deliverables) has been difficult to understand and also to get a consistent clarification on how to proceed and develop the tasks and deliverables. Consortium Management and WP6 leader ESS arranged an online conference in the beginning of the project period to solve issues concerning task responsibility and assigning tasks to partners in a more consistent way.

The delays regarding TFI and case studies throughout the project has also affected the activities planned in WP6. As the projects major results (e.g. case studies) were finalized in the last part of the project period, much of the related dissemination activities has been done in the last couple of month, thus in the end, reaching the objectives of facilitating replication with the spreading of good examples.

During the whole project period dissemination on GPP in general has been ongoing – supporting municipalities in the shift to a more sustainable European community. The focus has been on general GPP information and support towards public procurers, via seminars, webinars and meetings, as well as mass dissemination via web, social media and newsletters. There has been different needs in the partner countries, as the level of knowledge on GPP has varied a lot, and the dissemination actions has been adjusted accordingly.

For example in Sweden the need for up to date info on innovative solutions and status on the market was the major issue for the public procurers, as they already are quite knowledgeable in GPP. Therefore the TFI interventions shifted from personal trainings on GPP, to seminars and workshops with invited experts and knowledge exchange between procurers. The approach led to participation of a larger number of municipalities that originally foreseen, benefiting from the actions within the scope of PRIMES. As this is the case, the actions of WP4 and WP6 are entwined, as the seminars are both TFI interventions regarding the original municipalities, and dissemination/replication regarding the additional municipalities. This has also been the strategy for all partners, to ensure the best effect towards the goals of the project.

Even though the project suffered some delays, there is no doubt that the activities performed has filled a need among public procurers, supporting the shift towards a more sustainable European community. For future GPP projects, lessons learned during the PRIMES project are compiled in the publishable report, which the consortium will disseminate throughout its wide reaching channels.



Deliverables in WP 6

For details on the dissemination activities, see below listed deliverables.

Del. N° 1	Deliverable name ¹	Available language(s)	Initial submission with: ² (PR1, IR, PR2)	Actual month of completion	Available on project website? ³ (yes, no)	Information on deviation to Annex I ⁴
6.1	Templates with project logo for various purposes	ENG and national languages	PR1	Month 3	No (Restricted)	Planned month of delivery month 1
6.2	Project website	ENG and national languages	PR1	Month 11	Yes	Planned month of delivery month 2
6.3	1 printed project brochure	ENG and national languages	PR1	Month 11	Yes	Planned month of delivery month 4
6.4	Bi-annual electronic Newsletters	ENG	PR1, IR, PR2, FR	Month 14, 20, 29, 31, 34, 36	Yes	Planned month of delivery month 6, 12, 16, 24, 30, 36
6.5	Report on dissemination of case studies	ENG	PR2	Month 28	No (Restricted)	Updated report delivered M36.
6.6	Report on national dissemination activities	ENG	PR1, IR, PR2, FR	Months 6, 12, 18, 24, 30, 36	Yes	
6.7	1 dissemination strategy per country and 1 strategy for international dissemination	ENG	PR1	Month 7	No (Restricted)	Planned month of delivery month 2
6.8	Presentations, press releases, articles throughout the project	ENG	PR1, IR, PR2, FR	Months 6, 12, 18, 24, 30, 36	Yes	
6.9	Report on the twinning activities	ENG	FR	Month 36	Yes	
6.10	Report on the dissemination activities in relation to Covenant of Mayors	ENG	FR	Month 36	Yes	
6.11	Report on the international final conference	ENG	FR	Month 36	Yes	
6.12	Work package report	ENG	FR	Month 36	Yes	