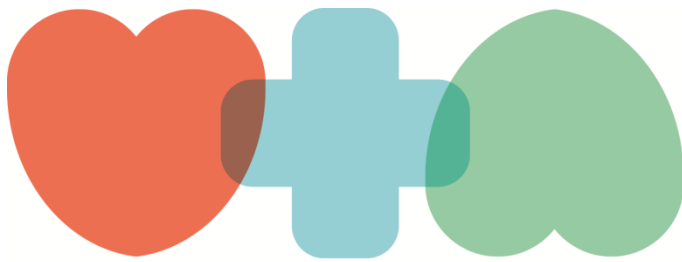


LIFE + Environment policy and governance

AFTER LIFE+ COMMUNICATION PLAN



BOHEALTH

Project acronym: BOHEALTH
Project full title: Boosting Health Sector to reduce its environmental impact using an innovative decision-making process based on LCA/LCC
Reference number: LIFE12ENV/ES/000124
Deliverable: D10. “After-LIFEE Communication Plan” report
Version: V2_August 2016
Associated Action: E3
Responsible: LEITAT

INDEX OF CONTENTS

INDEX OF CONTENTS.....	2
1. PROJECT BACKGROUND	2
2. PROJECT PARTNERS.....	3
3. DISSEMINATION MATERIALS.....	5
4. COMMUNICATION STRATEGY	5
4.1 Target audience.....	6
4.2 Project results to be disseminated.....	6
4.3 Dissemination channels	6
4.4 Estimated budget	8

1. PROJECT BACKGROUND

The Healthcare centres consume a lot of resources (water, energy) and generates different types of emissions (waste, air emissions and water emissions). This activity causes a potential environmental impact that can be significant if measures to reduce it are not implemented. Thus, it is very important to identify, manage and monitor all the environmental aspects to minimize or prevent the environmental impact associated.



According to this, BOHEALTH project contributes to the reduction of the potential environmental impact associated to the health sector by facilitating the decision making process of the management through:

- Showing the environmental and economic impact of the different environmental aspects associated to the organization, considering their entire life cycle
- Identifying the “key performance indicators” (KEPIs) and “functional units” to monitor and control the environmental and economic aspects
- Identifying the Best Available Techniques (BATs) for the health sector
- Supporting the definition of “Sustainable Action Plans” to be applied to the health centre
- Allowing a clear and quantitative comparison between the initial and improved situation



2. PROJECT PARTNERS



**FUNDACIÓ HOSPITAL DE SANT PAU I SANTA TECLA AND
XARXA SANITARIA I SOCIAL SANTA TECLA**

It has its origins in the XII century and its objective is to provide healthcare and social attention to the community. Nowadays it is integrated in the XHUP (Network of Public use Hospitals in Catalonia). It was recognized as private non-commercial Foundation by the order of 21/02/1985, according to the Catalonia Government law of 1/1982. It takes part of the Xarxa Santa Tecla, a hospitals network which includes the following health centers: Three Hospitals: Hospital del Vendrell (El Vendrell), Hospital Lleuger Santa Tecla – Llevant (Tarragona), Hospital Sant Pau i Santa Tecla (Tarragona); Six primary healthcare centres: ABS Baix Penedès Interior (Arboç), ABS Calafell, ABS Santa Tecla – Llevant, ABS Torredembarra, ABS Vendrell and ABS Vila-seca; and a geriatric centre: Centre sociosanitari Santa Tecla – Llevant.

Xarxa Sanitaria i Social Santa Tecla, was founded in 2001 as Economic Interest Grouping (EIG) by three non-profit Foundations, one of them was the Fundació Hospital de Sant Pau i Santa Tecla. The aim of this Economic Interest Grouping (EIG) is to group the general services such as management, administration, finances, maintenance, human resources, etc., in order to supply these services to these Foundations.



SIMPPLÉ is an R+D+I company that was founded in the middle of 2004 as a spin out of the Universitat Rovira i Virgili (URV) of Tarragona (Spain). In January 2011, SIMPPLE became a part of Fundació Hospital de Sant Pau I Santa Tecla.

The origin of SIMPPLE can be found in the activities of the innovation centre 'Intelligent Systems and Modeling of Production Processes and Logistics in Companies' (SIMPPLÉ), founded in 2000 and part of the XIT Network of CIDEM. In turn, said centre was created from research groups in Transport Phenomena (FeT) and Environmental Management Analysis (AGA), both part of the URV's Department of Chemical Engineering, which has over 25 years of research experience in the development and application of technologies relating to transport phenomena, software and environmental engineering and management for the industrial chemistry sector.

SIMPPLÉ has experience as developer of the software tools and web pages and in the design, development and deployment of web applications. Additionally, the know-how of SIMPPLE spans other technological skills such as, database design, data interoperability, interface design and usability analysis, etc.

The experience of the team in Ecodesign, environmental management and Life Cycle Assessment methodologies comes from 1995. Since then, a lot of environmental projects have been developed by the team members, most of them focused on the Electrical and Electronic sector. The members of the team have been involved in several projects at European, national and regional level.



LEITAT Technological Center

We are a technology center, member of TECNIO and recognized by the Spanish Ministry of Economy and Competitiveness. We aim to collaborate with companies and institutions by adding technological value to products and processes and focus our work in research, development and industrial innovation (R+D+2i). Since its foundation in 1906, LEITAT's

employees have prioritized their proximity while promoting principles of professionalism, respect for people and the environment. As a technological partner, we have a clear willingness to adapt in order to transform the technological challenges into economic and social value.

3. DISSEMINATION MATERIALS

BOHEALTH has developed different dissemination material along the project:

- BOHEALTH we-based tool (demo version)
- Leaflet 1. About the project in general
- Leaflet 2. BOHEALTH tool
- Leaflet 3. Summary of the project (results)
- BOHEALTH Life+ information board. Introduction
- Video 1. Project Presentation
- Video 2. Tutorial of BOHEALTH tool
- Project images
- Final conferences presentations
- Press releases
- Publications:
 - Article BOHEALTH –Conama 2014
 - Article BOHEALTH – Symposium AGACS 2015
 - Poster BOHEALTH – [avniR] 2014
 - Article BOHEALTH – Hospitecnia 2016
 - Poster BOHEALTH – XI Jornadas Nacionales Innovación Hospitalaria (Toledo 2016)
 - General articles in newspapers

4. COMMUNICATION STRATEGY

The objective of the AFTER LIFE⁺ Communication Plan is to define the communication strategy, dissemination actions, and the approach to be performed after the end of the project, in order to continue with the achievement of results and the expected impacts.

The Communications and dissemination strategy and approach will:

- Promote the benefits and opportunities generated by the project.
- Reinforce our vision and project objectives.
- Encourage a consistent, timely, targeted, accurate and secure flow of information.
- Support effective knowledge sharing.

4.1 Target audience

The target groups are mainly the BOHEALTH stakeholders that have been involved along the project.

- **Managers of healthcare facilities or the Responsible for environmental management** in the healthcare centres. Usually, the responsibility of managing environmental issues is attributed to the maintenance or General Services department **Health care associations that join different healthcare centres (General hospital, primary healthcare Centre, Geriatric Centres, social care Centres, mental health centres).**
- **Government** that promotes sustainable regions with sustainable organizations.
- **European Associations at International Level** that promote the sustainability in the healthcare centres.

4.2 Project results to be disseminated

The project results obtained that will be disseminated and communicated by the present Communication plan are the following:

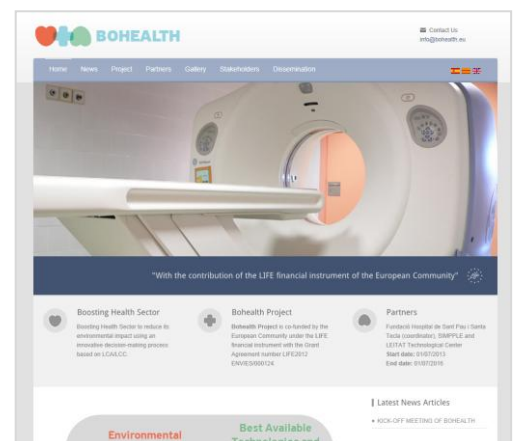
- A guide of best available technology (BATs) to apply in the healthcare centre in order to improve its environmental performance.
- A methodology and a web based tool to facilitate the decision making process (demo version).
- The application of the methodology and the tool in two healthcare centres. Related to this, sustainable Action Plans have been implemented and monitored in each centre.
- A reduction of the environmental impact of the centres and other economic and social benefits.

4.3 Dissemination channels

Project website

BOHEALTH website provides information on the project and its partners, background material and all projects' public documents. Important information will be published on the website in order to disseminate widely any interesting news regarding the project and the tool.

The BOHEALTH website has the following URL:
<http://www.bohealth.eu>



The public area of the website contains the following categories:

- **Home**: The contents of this section appear in the front-page of the website, and are a simple presentation of the project.
- **News**: This part of the website contains the last news related to the project.
- **Project**: This is an abstract of the project idea, objectives and actions.
- **Partners**: This section contains information about the project partners.
- **Gallery**: This section contains images related to the project.
- **Stakeholders**: This contains the name of all the collaborative entities of the project.
- **Dissemination**: This part of the website contains all the dissemination material created during the project execution (leaflets, newsletter, poster ...).

Partners' website

Each of the partners will communicate BOHEALTH results through dedicated pages on their websites:

- FHPST website: www.fundaciohospitalsantatecla.cat
- SIMPPLE website: <http://www.simpple.com/es/prensa>
- LEITAT International Projects Office website: <http://ipo.leitat.org/>
- LEITAT website: <http://www.leitat.org/>

Social Media:

Partners will continue to use social media channels to communicate about the project. This includes the Twitter account (https://twitter.com/life_bohealth), the LinkedIn profile (<https://es.linkedin.com/in/bohealth-project-6033078b/en>) and the LinkedIn group (<https://www.linkedin.com/groups/6627050>)

Fairs, congresses and other events

Each partner will continue presenting BOHEALTH results when attending fairs, congresses and other type of scientific events. These events will rather be at national and regional level although European ones are not excluded. Examples are AGACS (Asociación de Gestión Ambiental en Centros Sanitarios) Symposia, etc.

Organization of workshops and events

To disseminate the existence and push the use of the BOHEALTH tool, workshops and training sessions will be organised by the consortium members to other healthcare centres and hospitals interested or willing to implement the tool in their organisation.

Internal use of the web tool

The BOHEALTH tool will be implemented in other healthcare centres belonging to Fundacio Hospital Sant Pau i Santa Tecla, taking advantage of the experience obtained during the project development

4.4 Estimated budget

Partners will use their current activities in the field of environment to promote the project results. But in any case, costs for travelling, participating in conferences and materials will incur. This is an approximation of possible future costs, although partners will aim to benefit from synergy effects when disseminating other similar projects. Also, digital channels are relatively cheap to use.

Concept	Cost
Travelling (5 travels, 200€ each)	1000€
Conference participation (5 conferences, 100€ each)	500€
Materials (print leaflets and layman reports)	300€
Workshop organization	800€
Total	2600€
