



## Communication Strategy

### Deliverable 7.1



<b>Project</b>	Countering WEEE illegal Trade
<b>Acronym</b>	CWIT
<b>Webpage</b>	<a href="http://www.cwitproject.eu">www.cwitproject.eu</a>
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<b>Work Package Leader:</b>	WEEE Forum
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## EXECUTIVE SUMMARY

The objective of Work Package 7 “Dissemination”, is to ensure that the results of the CWIT project have a lasting and permanent impact on European society and that many international organisations can use these results, either directly or to build upon.

The communication strategy determines how resources and communication channels will be used in an effective way. It serves as the key document to better prepare in advance dissemination of CWIT results at a series of conferences, workshops, electronic and printed articles and new media campaigns. The communication strategy intends to ensure effective dissemination of the results.

It was agreed that information on the project will be disseminated to:

- WEEE actors, such as EEE producers, Compliance Schemes, WEEE recyclers etc.,
- WEEE regulators, i.e. organisations involved in designing policies as well as adopting and enforcing legislation,
- other relevant stakeholders, for example, academia, NGOs or standardisation bodies, and
- general public.

The messages to convey to the target audience will be:

- Information about the CWIT project: partners, objectives etc., and
- results of the project, in the form of data which may be quantitative or qualitative.

A selection of the target audience will be done for every dissemination activity, depending on the type of information to be released.

Communication materials will contain the information to be distributed. During the first six months of the project, project partners will set up a public website (<http://www.cwitproject.eu/>), and design a leaflet, a poster and an e-newsletter. Other tools to disseminate information such as policy briefs are considered as well within the communication strategy of the project.

The messages will be conveyed through a number of media, which include:

- public events,
  - social media (LinkedIn),
  - International and national (specialised) media,
  - Public media of consortium partners,
  - Consortium partners’ internal communications,
  - Consortium meetings,
  - Social media and Internet, and
  - Stakeholders’ informative sessions.
- Dissemination activities will be monitored and reported during the whole duration of the project.