



PROJECT FINAL REPORT

Grant Agreement number: 282864

Project acronym: ECOWEB

Project title: EcoWeb a dynamic e-dissemination platform for EU eco-innovation research results

Funding Scheme: Coordination and support action

Period covered: from M1 (1st of September 2013) to M24 (31st of August 2013)

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Table of contents

1.	Final publishable summary report	4
1.	An executive summary (not exceeding 1 page).	4
2.	A summary description of project context and objectives (not exceeding 4 pages).	5
3.	A description of the main results/foregrounds (not exceeding 25 pages)	6
4.	The potential impact and the main dissemination activities and exploitation of results	17
5.	The address of the ECOWEB online platform: http://www.ecoweb.info/	28
2.	Use and dissemination of foreground	29
a)	Dissemination at events	29
b)	Publishing	38
c)	Other dissemination activities	49

Table of figures

Figure 1: ECOWEB Platform Development Roadmap and Features	6
Figure 2: Usability engineering process	7
Figure 3: ECOWEB Home Page.....	8
Figure 4: ECOWEB Virtual Library	9
Figure 5: ECOWEB Guided Search.....	9
Figure 6: ECOWEB Semantic Search	10
Figure 7: Example of a search result profile	10
Figure 8: Project Index	11
Figure 9: Statistical overview	11
Figure 10: Screenshot showing the selection of a Result List Box	12
Figure 11: Screenshot showing the selection of a Guided Search Box	13
Figure 12: Data integration workflow	14
Figure 13: ECOWEB Maintenance and Monitoring System - Overview	15
Figure 14: Members of the ECOWEB stakeholder community	17

Figure 15: Evolution of the Traffic Sources of the ECOWEB platform.	24
Figure 16: Direct Traffic 1 Apr – 16 Sep 2013.....	24
Figure 17 Evolution of traffic to the ECOWEB Platform from April 1 st till September 16 th of 2013.....	24
Figure 18 No. of stakeholders reached per country through multipliers contacted	25
Figure 18: Visits vs. Unique Visits - Since Launch on the 2nd of April 2013 till 16th of September 2013.....	25
Figure 19: Comparison of new visitors vs. returning visitors short after the platform launch and after intense dissemination efforts	26
Figure 20 Number of page views of the ECOWEB sub-page “contact-service” within the period 1st July – 16th September 2013	27

Table of tables

Table 1: Type of dissemination outputs and activities in ECOWEB	19
Table 2: Results of performance metrics of dissemination efforts in the ECOWEB Project during M1-M24.....	23

1. Final publishable summary report

1. An executive summary (not exceeding 1 page).

The dissemination of EU-funded research results is usually done by the individual projects through dedicated project websites and several dispersed communication channels. To help enterprises, in particular Small and Medium Enterprises (SMEs), to find results and benefit from EU-funded research, the ECOWEB platform has been developed. It aims at removing access barriers to EU funded eco-innovations by showcasing and promoting them in a novel, dynamic, and user-centred online application.

The objective of the ECOWEB project was to set up a user-friendly online platform for green technology and knowledge transfer to European companies. In a particularly collaborative approach, the consortium developed ECOWEB as an intelligent and highly automated online "one stop shop" that displays up-to-date information about research projects and their results.

ECOWEB automatically collects information about eco-innovations¹ from the databases of the EU funding programmes FP6², FP7³, CIP⁴, and LIFE+⁵, expands the content with relevant data from the projects' websites, and enriches the content semantically. In addition, ECOWEB offers project coordinators the ability to update and maintain the contents regularly.

In this two-year project, the ECOWEB project team contacted over seven hundreds European multipliers⁶ to inform them about ECOWEB, encourage them to actively spread the word among their members, and engage them in usability tests to gather feedback on the platform prototypes. To extend ECOWEB's reach, the consortium partners formed partnerships with dozens of these multipliers: ECOWEB is connected with a network of SMEs and enterprises all over Europe in order to reach the maximum number of potential users.

As a result of the communication efforts of the ECOWEB project (potentially reaching 200,000 stakeholders through different channels) and the inherent interest for eco-innovations that brings numerous users through search browsers (Google, Yahoo, Bing, etc.), the ECOWEB platform has achieved more than 15,500 unique visitors exceeding the 10,000 unique visitors per year objective. From this use of the platform, on average 25 (after the project phase) to 30 (during the last 2 months of the project phase) project contacts are clicked for viewing each week.

In the long-run, ECOWEB will lead to an increased uptake of eco-innovative solutions and the creation of new and sustainable products, processes and services, as well as the improvement of existing methods and technologies.

¹ ECOWEB follows the definition of eco-innovation given by the Eco-Innovation Observatory; *"Eco-innovation is the introduction of any new or significantly improved product (good or service), process, organisational change or marketing solution that reduces the use of natural resources (including materials, energy, water and land) and decreases the release of harmful substances across the whole life-cycle."*

² Find more information about Sixth Framework Programme (FP6) at http://ec.europa.eu/research/fp6/index_en.cfm

³ Find more information about the Seventh Framework Programme (FP7) at http://cordis.europa.eu/fp7/home_en.html

⁴ Find more information about the Competitiveness and Innovation Framework P (CIP) at http://ec.europa.eu/cip/index_en.htm

⁵ Find more information about LIFE+ at <http://ec.europa.eu/environment/life/funding/lifeplus.htm>

⁶ Multipliers are existing networks that are in direct contact with enterprises, especially SMEs, such as sectoral and professional clusters, chambers of commerce, associations, incubators, technological platforms, regional agencies, local and national authorities, etc.

2. A summary description of project context and objectives (not exceeding 4 pages).

Every year the European Union funds hundreds of R&D and innovation projects to link sustainability and economic growth, aiming at boosting eco-innovations. Although the EU achieves a remarkably high annual rate of growth of eco-innovations, transfer to SMEs, 99% of all European businesses⁷, is rather low. Some of the barriers to an accelerated uptake of eco-innovations are the limited access to external information and knowledge, and the lack of suitable business partners or collaboration with research institutes and universities.

The dissemination of EU-funded research results is usually done by the individual projects through dedicated project websites and several dispersed communication channels.

To help enterprises, in particular Small and Medium Enterprises (SMEs), to find and benefit from EU-funded research, the online platform ECOWEB has been developed. It aims at removing access barriers to research results by showcasing and promoting them in a novel, dynamic, and user-centred online application, and to ease the partnerships.

Objective 1

Set up a user-friendly online platform for the transfer of EU-funded green technology and knowledge to European SMEs. In the long-run, ECOWEB will lead to an increased uptake of eco-innovative solutions and the creation of new and sustainable products, processes and services, as well as the improvement of existing methods and technologies.

Objective 2

Streamline the dissemination of EU funded research results from projects on eco-innovations and clean technologies through a single entry point.

Objective 3

Connect existing networks and multipliers to the platform and engage a selected number to act as ambassadors of ECOWEB platform and to engage stakeholders.

Objective 4

Increase collaboration between research, business and networks of enterprises (in particular SMEs) in Europe.

Objective 5

Monitor the use of the platform to identify the eco-innovations and topics of interest for users and the availability of these within the EU-funded results.

⁷ Figure from the EC DG Enterprise and Industry portal <http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/>

3. A description of the main results/foregrounds (not exceeding 25 pages)

- **ECOWEB platform**

Along 24 months the first platform for European eco-innovations was developed in several stages and iterations applying an "agile development approach", which allowed reacting to changing requirements or priorities quickly.

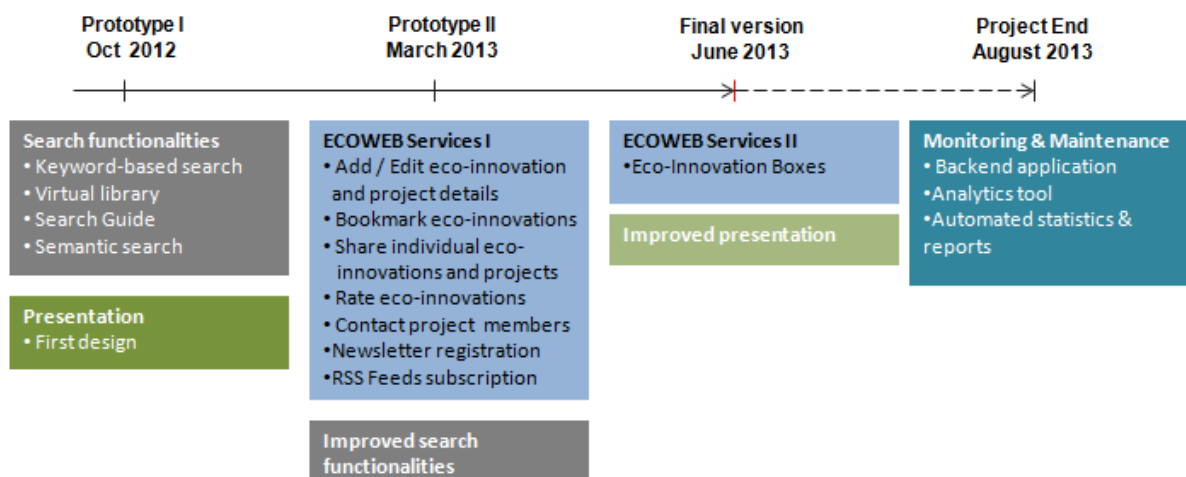


Figure 1: ECOWEB Platform Development Roadmap and Features

Understanding the users' needs

The user-friendly ECOWEB platform provides several search functionalities and services to find, promote, share and stay informed about European eco-innovative research results.

As the ECOWEB project aimed to promote and foster the uptake of EU research results in the area of eco-innovations by SMEs as well as by national and pan-European networks, key success factors to this endeavour were:

- a clear understanding of the stakeholders' information needs,
- making the information available in a form that satisfies their varied information needs and expectations.

Therefore, a distinctive characteristic of the ECOWEB project was its close consideration of the end users during all stages, from the requirement analysis to the finished platform, and throughout all development stages. Thus, the consortium followed a user-centred design process with extensive usability⁸ evaluations involving actual users. In the different test iterations of the platform mock-ups and prototypes, around 125 people participated in several user tests (e.g. eye tracking studies, questionnaires, cognitive walkthroughs, focus groups).

⁸ Within the ISO ergonomics, usability is defined as "the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency, and satisfaction in a specified context of use" _ DIN EN ISO 9241-11, 1998, p. 4.

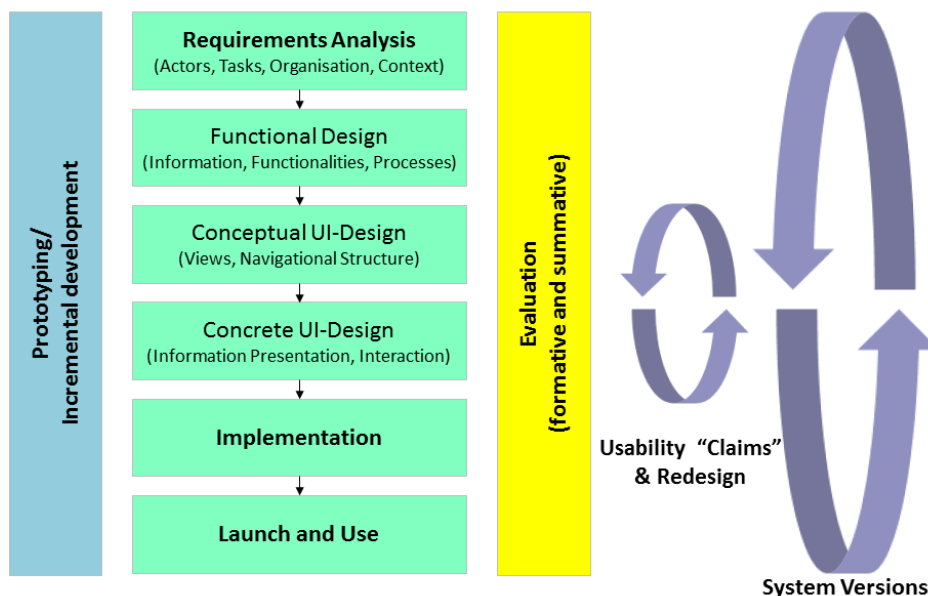


Figure 2: Usability engineering process
 (Ziegler, J. (n.d.). Lecture notes, University of Duisburg-Essen)

In the final usability tests (summative evaluation) scenario-based usability lab tests were conducted in each project partner country (Austria, France, Germany, and Italy), aiming at testing ECOWEB against requirements that were set up in the task analysis as well as against the usage of similar systems. With regard to the latter, ECOWEB was compared to CORDIS (database for EU Framework Programme funded projects). The results revealed that participants were extremely satisfied with the provided search functionalities (the Guided Search and the Virtual Library) on ECOWEB. With regard to likelihood of usage, 69.5% of the stakeholders stated that they are planning on using ECOWEB to search for eco-innovations. In addition, 88% of the lab test participants considered that ECOWEB is a useful tool to search for eco-innovations.

- **ECOWEB functionalities and services**

The user-centred approach when building ECOWEB guarantees the final product matches the users’ needs regarding the information offered about EU-funded eco-innovations and the speed at which relevant information can be found.

In the subsequent sections, we will feature the most important elements of the ECOWEB platform. The home page (see screenshot below in Figure 2.1) offers a primary access point to the ECOWEB platform with a description of the platform's motivation, a quick entry to the search functionality, and an overview of featured eco-innovations that can be found on ECOWEB.

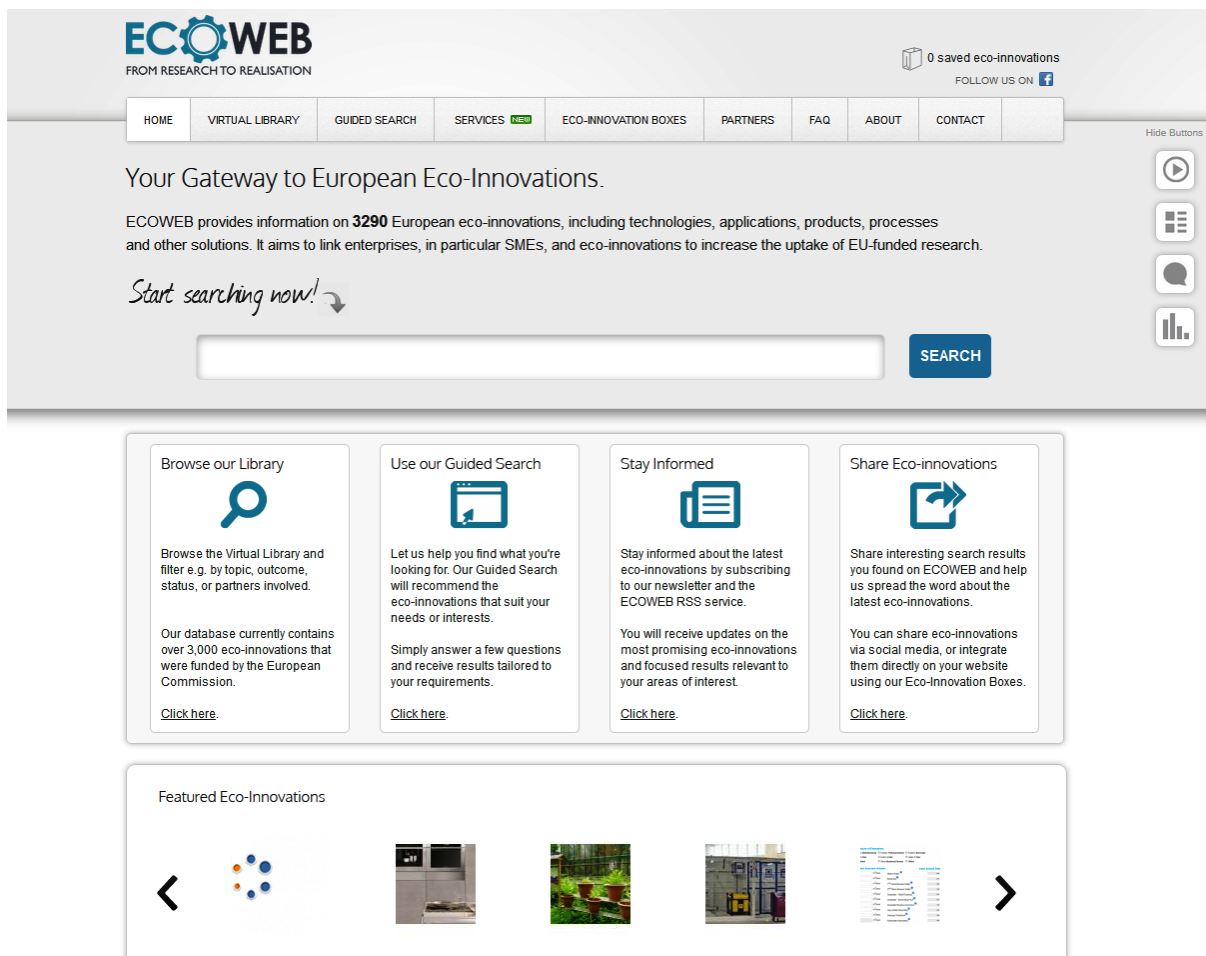


Figure 3: ECOWEB Home Page

From the main page all search functionalities are accessible. ECOWEB offers several different search functionalities.

ECOWEB functionalities

The **Keyword-based Search** helps ECOWEB users who already have an idea of what they wish to find.

The **Virtual Library** offers various filters to drill down and narrow the list of eco-innovations by, for instance, topic, tangible and intangible outcomes, participating partner countries, readiness level. The Virtual Library was designed to support users, who already have an idea of what they want to find and displays results in a clear structure.

Home » [Virtual Library](#)

[PROJECT INDEX](#)
Search for projects directly

Virtual Library

Search the database and filter hits to find the eco-innovations you are looking for.

3290 results match your criteria
[Reset Search](#)

Filter by Topics

- Energy (1070)
- Environment (1349)
- Material and Production (1398)
- Society (1619)

Filter by Outcome

- Knowledge (583)
- Process (530)
- Application / Product (652)
- SME-focused (325)
- Patent (16)

Filter by Implementation area

- Argentina (6)
- Australia (13)
- Austria (30)
- Belgium (36)
- Brazil (23)

Results per page: 10 | Sort by: Relevance | Title | Last update | Views | Total Likes

[Search Tips](#) | [Build an Eco-Innovation Box from this search](#) | [Save this search as RSS feed](#)

Displaying 1 - 10 of 3290 eco-innovations (Page 1 / 329)

1 2 3 4 ... next last >

Innovation: Future Fast Aeroelastic Simulation Technologies
Last update: 06.08.2013
0 Likes
Like this

Ready to use

The FFAST project will contribute to the goals of improving the European industrial competitiveness by enhancing the capabilities to design an aircraft concept that will have significantly lower fuel burn levels compared with todays best standard. Lowering aircraft fuel burn will result in [...]

+ Save this eco-innovation | Read more...

Innovation: Waterlogging And Grassland Extensification In Lower Saxony To Improve Habitats Of The Corncrake (crex Crex) And The Black-Tailed Godwit (limosa Limosa)
0 Likes

Figure 4: ECOWEB Virtual Library

The ECOWEB **Guided Search** assists the users at finding suitable results. It is targeted at users that may not have a clear understanding of what they are looking for or who are new to the domain of eco-innovations. The interactive search guides for *environment*, *society*, *energy*, as well as *material and production* related topics ask several need-oriented questions to find out about the users current information needs to immediately recommend suitable eco-innovations.

Guided Search - Material & Production

Topics | Types | Maturity | Partners | Countries | Status | Funding | Result

How to use the Guided Search
Just answer these questions and we will find the eco-innovations that fit your needs.
[Clear selection](#)

1 Which of these topics are you interested in?

- Material
- Production & Design
- Building & Vehicle Construction
- Agriculture & Forestry
- Animal Husbandry & Fishing
- Waste Treatment

Next

Figure 5: ECOWEB Guided Search

The **Semantic Search** analyses the users' search terms to suggest contextually related Guided Search instances, in which related answers are already selected.

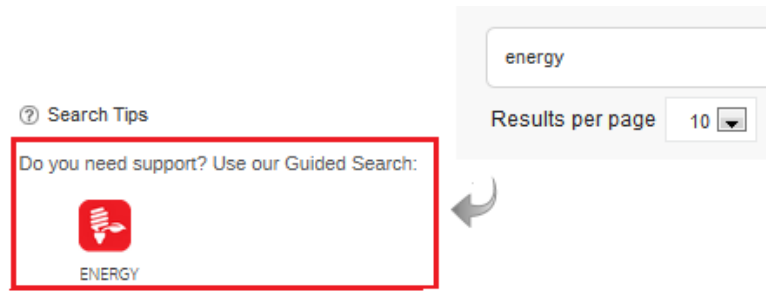


Figure 6: ECOWEB Semantic Search

Once the user has found an interesting eco-innovation, the ECOWEB platform displays all relevant information about the eco-innovation in a well-arranged and easily accessible structure in the eco-innovation profile.

Innovation: Improvement of comprehensive bio-waste transformation and nutrient recovery treatment processes for production of combined natural products

Figure 7: Example of a search result profile

While ECOWEB focuses on eco-innovations rather than projects, it does support users wanting to search for projects through the **Project Index**.

LOGO	ACRONYM	TITLE	START	END	MOTIVATION	PROGRAMME	UPDATED
	FFAST	Future Fast Aeroelastic Simulation Technologies	01.01.2010	31.03.2013	Unsteady loads calculations play an important role within the design and development of an aircraft, with dynamic gusts and manoeuvres leading to the...	Framework Programme 7	06.08.2013
	WACHTELKÖNIG &UFERSCHNEPF	Waterlogging And Grassland Extensification In Lower Saxony To Improve Habitats Of The Corncrake (crex Crex) And The	01.11.2011	31.10.2020	In recent years, the corncrake (Crex crex) has suffered from dramatic losses of adequate hatcheries, particularly near the	LIFE+ Programme	06.08.2013

Figure 8: Project Index

Finally, if the users want to have an overview of the most prominent topics, countries, and eco-innovations on ECOWEB, they can have a look in the **Statistics Section**.

Top 10 Eco-Innovation Topics on ECOWEB

Topic	Color
Environmental protection	Blue
Policy	Black
Food and nutrition	Light Green
Environment	Dark Red
Material and Production	Light Blue
Health	Dark Blue
Risk management methods	Orange
Energy	Light Blue
Waste treatment	Red
Climate change	Light Green

Figure 9: Statistical overview

ECOWEB services

Besides the varied search options, the platform offers various services to help users to stay informed on the latest eco-innovations and share them with their networks easily.

Users can register to receive information about ECOWEB as well as promising eco-innovations through newsletter services or RSS feeds. The information can even be customised via the **RSS feeds** or via a customised **Newsletter** (an email digest) for the four main categories: environment, society, energy, and material and production.

The **social share bar** on each eco-innovation and project profile page allows users to quickly connect and share individual eco-innovations they have discovered on ECOWEB with their social networks like Facebook, Twitter, Google Plus, and LinkedIn or via e-mail.

The **ECO-bag** (bookmarks manager) helps users save interesting eco-innovations while browsing on ECOWEB. The list can be printed, sent via e-mail or saved as a PDF version, making it easy to share several eco-innovations at once.

Project or dissemination managers of projects featured on ECOWEB may use the platform to request access to the **ECOWEB Content Updater** to keep the information about their eco-innovations up-to-date.

ECOWEB also offers a **contact service**, which may be used to send contact requests to individual project members, without revealing their email addresses.

More sophisticated, the **Eco-Innovation Boxes** are applications that may be integrated in third-party websites easily as an HTML iframe. They support sharing eco-innovations quickly and their effortless distribution among a large audience. Users can chose between two types:

- a) the **Result List Box** is a rotating widget that displays individually eco-innovations in the preselected field of interest. It offers several options to configure the rotation type, size, colour, and content.

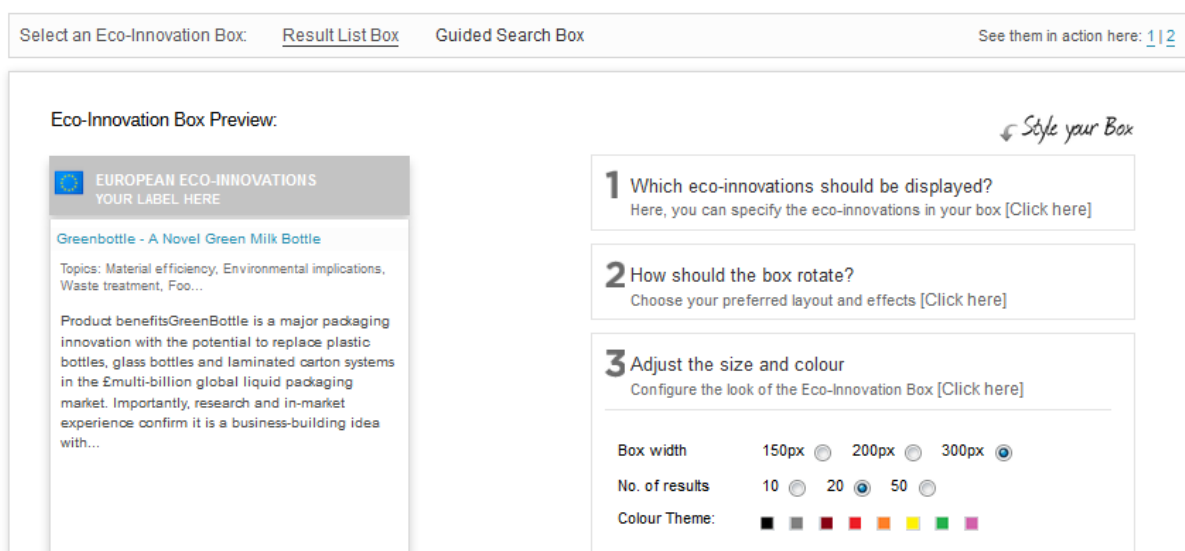


Figure 10: Screenshot showing the selection of a Result List Box

- b) the **Guided Search Box** is offered in five variations for the topics energy, society, environment, material and production, as well as a general box focusing on different research outcomes. It allows users to answer questions and immediately receive recommendations for most suitable eco-innovations.

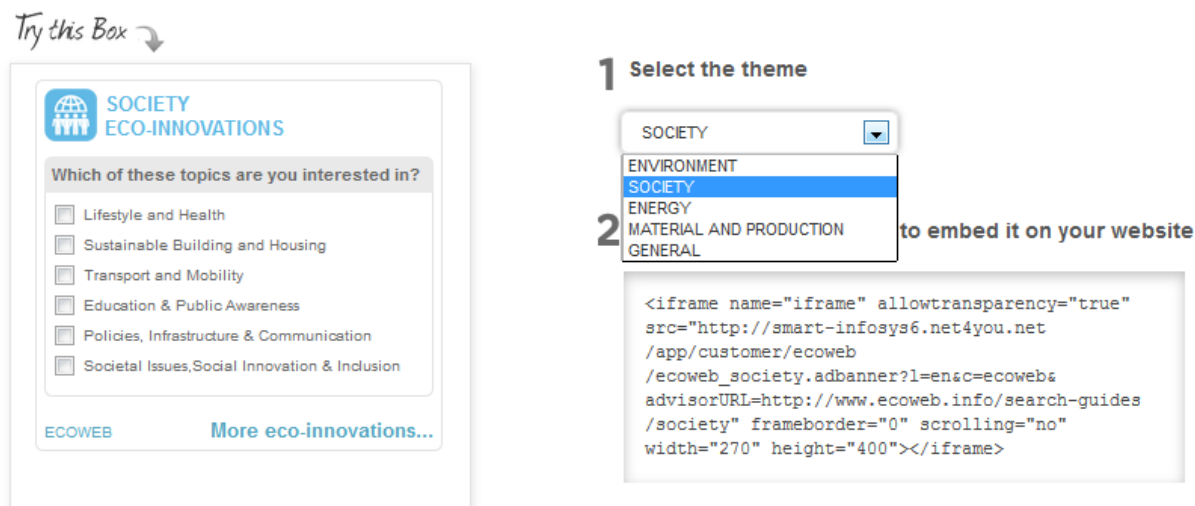


Figure 11: Screenshot showing the selection of a Guided Search Box

- **ECOWEB database: Intelligent Data Management**

The ECOWEB ontology

ECOWEB has a comprehensive homogeneous database that covers holistic information of particular relevance from past and current EU funded projects on eco-innovations as a basis for the ECOWEB platform. An ECOWEB ontology was developed containing an extensive taxonomy of 112 eco-innovative topics, such as energy efficient transport, risk management methods or waste treatment. The ECOWEB ontology is the core of the ECOWEB platform, as it describes all:

- elements to define a project (e.g. runtime, objective, goal, participating partners...)
- elements to define an eco-innovation (e.g. approach, outcome, status,...)
- elements to classify an eco-innovation (e.g. topic, result type, implementation area,...)

It was crucial to "get the structure right" to help users find what they are looking for quickly - even if they used different terms to describe it.

Automated integration and update of European eco-innovations

An important element for the sustainability of ECOWEB was to automate as much as possible the integration of eco-innovation projects into the database, as well as to update, revise, and enrich the given information. A semi-automated workflow as depicted in the following graph was set up.

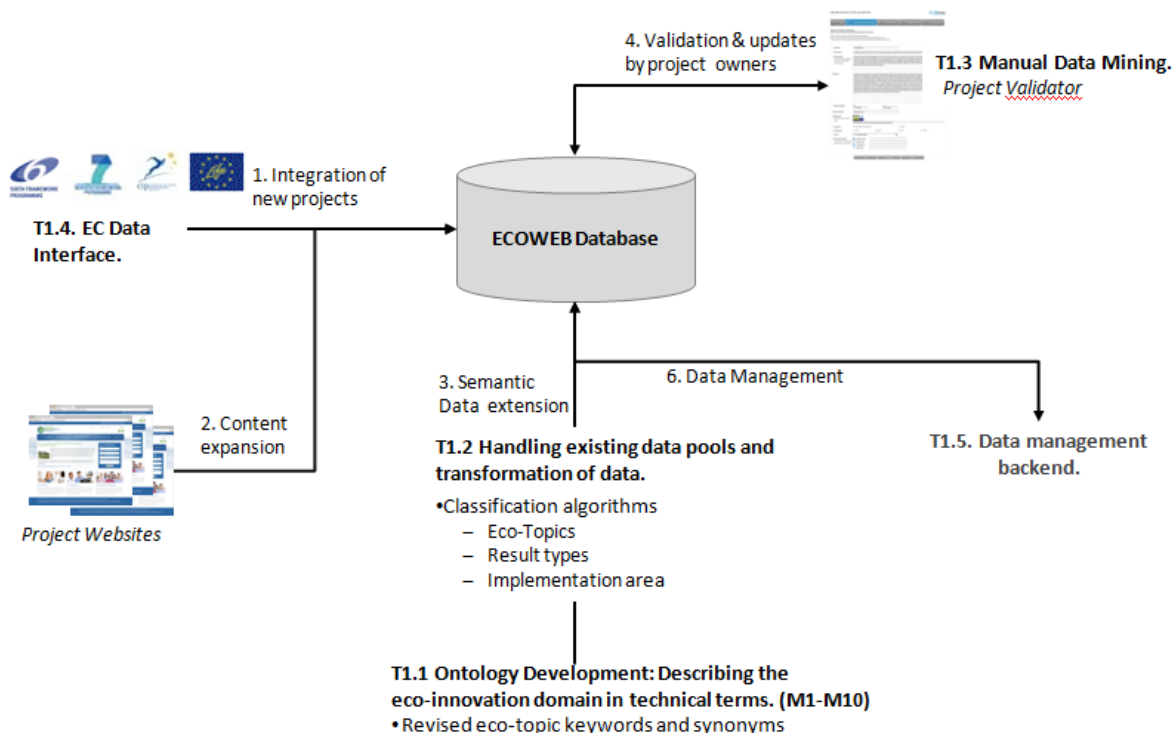


Figure 12: Data integration workflow

It covers all steps from (1) the integration of new projects, (2) the automated expansion, (3) the semantic enrichment of content, (4) the validation by the individual project coordinators or dissemination managers and finally, to (5) the management of the integrated data in a data management backend.

ECOWEB Maintenance and Monitoring Tools

The effective maintenance and monitoring of ECOWEB Platform is supported by 6 (semi-)automated tools that facilitate

- 1) automated integration and updating of eco-innovative projects and their results
- 2) revision and editing of the integrated contents
- 3) synchronisation with the ECOWEB platform
- 4) gathering insights for the improvement of the ECOWEB Search functionalities
- 5) event notification after database changes and platform interactions
- 6) monitoring of the platform performance and report generation

Figure 13: depicts the high-level view of the components and their interrelations. The individual components are described further in chapter 3.

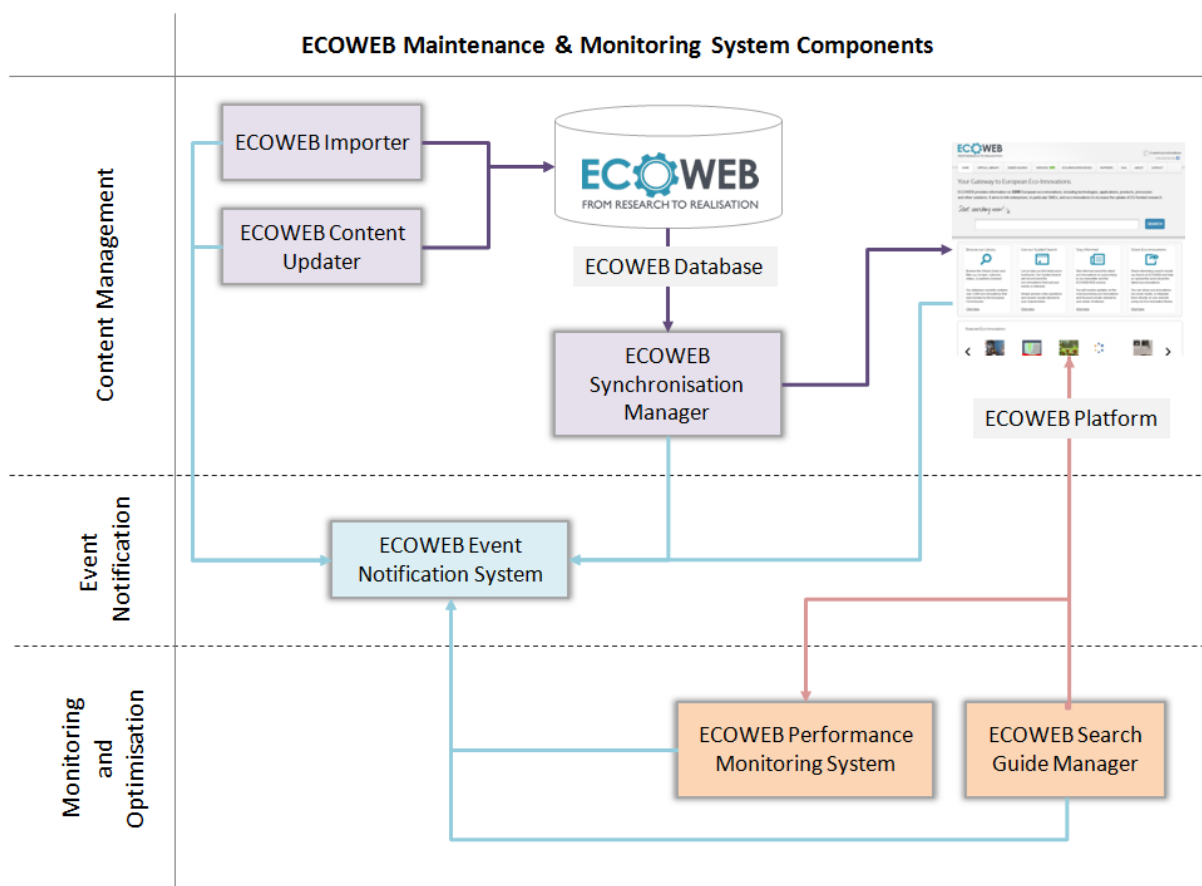


Figure 13: ECOWEB Maintenance and Monitoring System - Overview

A web-based dashboard that allows accessing and monitoring all relevant performance data of the ECOWEB platform through a single entry point.

ECOWEB Performance Monitoring System

The ECOWEB Monitoring Dashboard allows easy access to all analytics tools that have been connected to the ECOWEB platform. These include

- **Google Analytics** - to gain insights into how visitors use the site and how or from where they arrived at the site as well as automated reporting
- **Process Performance Monitoring and Analytics** - gives information on the performance of the ECOWEB Search Guides (e.g. popular topics, most answered questions, most frequently selected answers)
- **Social Share** - informs about the social activities on the site (e.g. most shared projects and eco-innovations and generated click-backs to ECOWEB)
- **Content Statistics** - provides an overview of the ECOWEB database status (e.g. number of projects and eco-innovations, time of last update by project managers, number of integrated eco-innovation boxes on third-party sites)
 - **ECOWEB Partners & list of actors directly informing/interacting with SMEs**

The approach of the ECOWEB project was to bring tailor made information to SMEs not only directly via the platform but also by collaborating with the right multipliers and using their channels. The ECOWEB team's communication strategy was based on the setting-up of close collaboration with the so-called multipliers⁹, a part from the general dissemination and promotion activities.

The subsequent efforts were then concentrated on building up a broad and detailed network of multipliers that will be well-informed and will have the potential to fulfil the SMEs needs towards regional (geographic proximity, allowing personal contact, support in native language, etc.) and sector-based specification (multiple multipliers for each region, according to their sector-based spread), instead of grouping the SMEs directly.

Although each potential ECOWEB multiplier usually has a specific target group, in most cases they reach SMEs dealing with different kinds of subjects that might be linked to eco-innovations. To find out which multipliers might be valuable to reach which group of SMEs (region, sector) a classification structure was established to list the different multipliers to contact afterwards. This resulted in a list of around 700 multipliers covering all sectors and all European countries.

A part from informing the identified multipliers about ECOWEB, close collaboration was sought with a number of them to actively spread the word about ECOWEB to their members and through their media channels. The goal was to create a trans-European network of multipliers that will act as ECOWEB ambassadors in the different countries and sectors.

The project partners collected addresses of multiplier in their country as well as in other European countries and from outside Europe. The multipliers were selected according to the following criteria:

- organisation with an existing network to SMEs potentially interested in eco-innovations
- having many direct contacts to SMEs
- having origin interest to inform SMEs

All together 706 multipliers were contacted by e-mail, the most promising multipliers have been additionally contacted by telephone (176 multipliers) and with 81 multipliers a face to face contact has been organised to discuss the opportunities of cooperation.

The majority of the multipliers were located in the countries of the project partners (Germany, Italy, Austria and France), but also 74 international multipliers and 175 national multipliers from other countries different to those represented by the ECOWEB consortium, have been contacted.

National multipliers from other European countries than those represented by the ECOWEB project partner countries origin mainly from Spain (23), Denmark (17), Slovenia (16), Sweden (9), UK (9), Belgium (8), Bulgaria (8), Rumania (8) and Poland (7).

The multipliers, which cooperated with ECOWEB, were quite equable distributed to the 14 different sectors of eco-innovations. This causes as many multipliers covered the entire range of sectors in their field of activities.

⁹ see introduction.

Indeed, users have easy access to ECOWEB partners and ambassadors in their region and/ or sector that can offer support for their needs and in best case, directly in their native language.

4. The potential impact and the main dissemination activities and exploitation of results

In this section, on the one hand, we will describe the main dissemination activities and their performance and, on the other hand, we will judge the overall potential impact of the platform. Finally, we will advance the future plans for the platform’s sustainability.

a. Main dissemination activities

ECOWEB is first and foremost a knowledge and technology transfer initiative aiming to increase the uptake of EU-funded eco-innovations by enterprises, especially SMEs. As such, the online platform was developed for the benefit of SMEs (as users) and the EU-funded projects with eco-innovation results from the European Commission funding programmes Framework Programme (FP6 and FP7), CIP, and LIFE+ (to improve their dissemination). However, the communication efforts were also focused on another key target group: multipliers and networks of enterprises such as sector and professional associations, chambers of commerce, incubators, technological platforms and regional agencies which are in direct contact with SMEs. During the development stages of the platform all these three first level groups were involved in the design and contents of the platform to create a user-centred platform. Other secondary target groups were campaigners and interest groups such as existing initiatives supporting or leading to eco-innovations at EU level and institutions funding for and informing on innovation and research. Different instruments were used to address these different target groups.

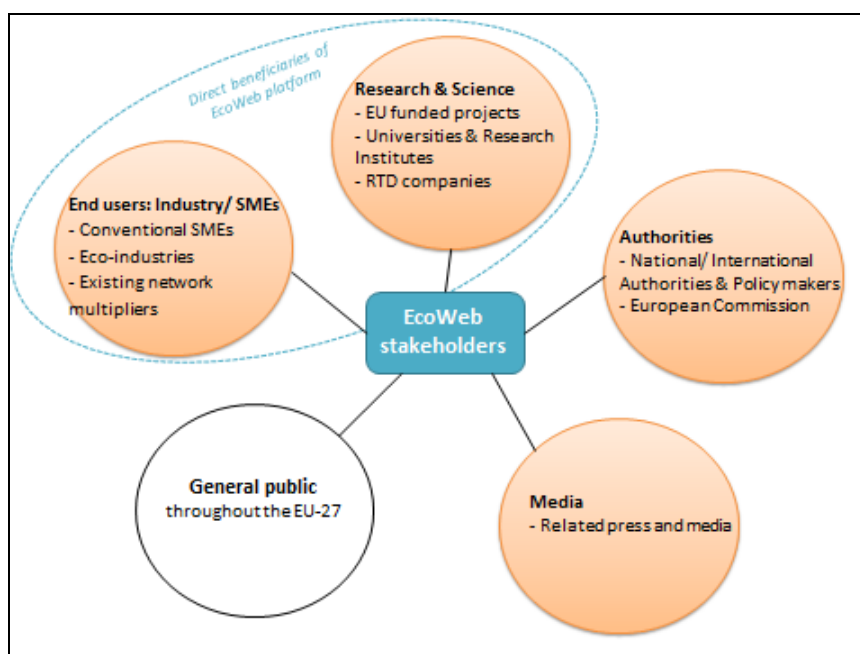



Figure 14: Members of the ECOWEB stakeholder community

Promotion materials

In order to achieve an as-broad-as-possible spread of information, ECOWEB used several different dissemination instruments addressed at these different target groups, as described in table 1 below.

Outputs and activities	Description	Purpose (engage/ awareness/ inform/ promote)	Targeted at which groups?
Project website	Info site (http://ecoweb-project.info/) in addition to the regular ECOWEB platform	Awareness, inform, promote	All
Project brochure	three versions of brochures, partially translated to up to five languages,	Awareness, inform, promote	All
Corporate identity	represented by the ECOWEB logo: 	Promote, engage	All
Project roll-up poster	A roll-up for each dissemination stage	Awareness, promote	Those present in fairs – primarily the three major stakeholders groups (SMEs, multipliers, researchers, professionals)
Printed publication	“The Making of ECOWEB” book http://www.ecoweb.info/sites/default/files/resources/The_Making_of_ECOWEB.pdf	Awareness, inform	SMEs, multipliers, researchers and institutions that supports us. Researchers, experts, entrepreneurs
Policy briefing	Results of the platform use and the interest raised by stakeholders will be presented to policy makers after the project completion.	Awareness, inform	Institutions, press and organisations (trade etc.). Policy maker
Press release	April press release presenting the beta version of the platform, and one in July presenting the final platform	Inform, promote	Institutions, press and organisations (trade etc.). Policy maker
Articles	several articles in national, regional, and European print and online media,	Awareness, inform, promote	
Participation in events	Promotion of ECOWEB in eco-innovation and business related events at European, national and regional level	Inform, promote, engage	All but more targeted at SME companies, multipliers and EU-funded projects participants.
e-Newsletters	Five monthly newsletters since April 2013 (http://www.ecoweb.info/newsletter-archive)	Awareness, inform	Broad audience; Subscribers (probably mainly enterprises and multipliers dissemination responsible person)

Outputs and activities	Description	Purpose (engage/ awareness/ inform/ promote)	Targeted at which groups?
Meetings ¹⁰	As part of the WP4 (activating multipliers) and WP5 (dissemination to all stakeholders) activities	Awareness, inform, promote, engage	Multipliers, EU eco-innovation initiatives
Emailing	As part of the WP1 (contacting EU-funded projects, around 18,000 email addresses), WP4 (activating multipliers, around 700 email addresses) and WP5 (dissemination to all stakeholders, around 16,000 email addresses) activities	Awareness, inform, promote, engage	SMEs, multipliers and researchers, other
Workshops	In the framework of a European eco-innovation conference and an European business trade fair	Awareness, inform, promote, engage	SMEs, multipliers and researchers
Videos	Two video presentations of two different platform prototypes	inform, promote, engage	All and specifically for platform beneficiaries (SMEs, multipliers)
Social media	Creation of ECOWEB fan page (https://www.facebook.com/ECOWEBProject?ref=hl) in March 2013 and some postings in LinkedIn professional groups	Awareness, inform, promote	Tech-affine target groups (esp. Youth, young entrepreneurs, eco-innovation related professionals, etc.)
Factsheets	For the: Eco-innova platform, EC and for ECOWEB's info site.	Inform	All
Tutorial	Video tutorial about the Virtual Library function	Help people to know how the platform works - inform	All – interesting for people with low technical affinity
Re-usable materials	PowerPoint presentations, illustrations, standard articles or text descriptions	Awareness, inform, promote, engage	All

Table 1: Type of dissemination outputs and activities in ECOWEB

Promotion & dissemination activities

Most of the dissemination efforts were shifted towards the end of the project with the availability of the first public platform prototype. In the first 18 months the whole consortium was more concentrated on the development of the core parts of the platform, and gathering impressions and testing communication for full dissemination from April 2013.

The approach of ECOWEB was to raise awareness of ECOWEB within SMEs directly and indirectly reach them via multipliers and partners, and other stakeholders (media, the funding programmes involved, etc.) that

¹⁰ face to face or virtually

would work as supporters in spreading the message. The purpose of our dissemination actions was divided into informing/promoting the platform in general to our stakeholder community and in to engaging some stakeholders with direct contact with or channels to reach a broader number of SMEs.

To increase the visibility and the knowledge about ECOWEB, the consortium implemented several promotional actions such as participating in events focusing on eco-innovations or innovations in general and the publishing of articles in sector media at regional, national and European level.

For some dissemination actions we collaborated with other projects and initiatives such as FP7 ENVIMPACT, ECOPOL, ECO-PRO, EraSME, etc. A more detailed list of dissemination activities is provided in the Template A2: List of all dissemination activities. Here, we only provide a short overview of some high-impact activities of the project and their performance:

- Dissemination at events around Europe

ECOWEB project's team travelled to relevant eco-innovation related conferences and events throughout Europe to present ECOWEB and invited multipliers to participate in.

With a small consortium composed by seven partners, the ECOWEB project managed to be officially present in the agenda of 41 events throughout Europe - surpassing the objective of participating in 2 events per dissemination partner. In addition, we encouraged the participation from those member states which are not involved as project partners, by presenting ECOWEB in events in eight other countries (BG, HU, PL, IR, PL, BE, LU, DK) covering areas such as CEE and North Europe; meeting visitors from all around Europe.

- Potentially reached audience in events

The active dissemination of ECOWEB in national and international events is estimated to could have reached potentially an audience of 72,203 people participating in these as visitors or exhibitors/speakers. In total 2,757 ECOWEB-brochures were handed in to people interested in ECOWEB. In the different events, the most used tool for dissemination was a public presentation of ECOWEB, performed in 24 occasions, followed by setting up (or sharing) a booth or stand.

Around 25% of the events attended were targeted to EC funding topics were R&D or innovation projects candidates to be part of the ECOWEB database and European eco-innovation related initiatives were present. In the rest, the events were mainly business orientated and focused on one or multiple eco-innovation related topics thus included enterprises and their representatives or support networks.

On the whole, the promotion activities performed in the different events did not directly have an immediate big repercussion in the visits to the platform. Either the audience of the events was too reduced or the competition with other simultaneous activities was bigger. Nevertheless, the objective was not to bring immediately a big number of visitors but to raise awareness within the visitors and exhibitors or speakers and to establish collaboration agreements with some organisations and networks following the Communication Plan of WP4 to "activate multipliers" to spread the word about ECOWEB on the short and long term. As a result from the active participation in 41 events since the public launch of the platform in

April 2013, ECOWEB managed to raise the interest of 30 multipliers from 10 countries to become “ECOWEB Partners¹¹” and disseminate information about ECOWEB actively.

Event highlights:

- 4ème Forum National des éco-entreprises in Paris, 4 April 2013: The Eco-enterprises National Forum is a yearly event that gathers all kinds of French stakeholders which activities are in the environment sectors. It focuses on innovation, business development and tools to promote and develop the environment field. This was the first public event where the ECOWEB platform was presented publicly to various stakeholders. PEEXE partner held a presentation to raise awareness at the conference dedicated to innovation. All the 400 participants of the conference received the updated ECOWEB brochure (for stage-II, i.e. focused on the platform presentation) in the folders handed in to the participants.
- Highlights der Energieforschung (Highlights of the energy research activities) in Vienna, 21 May 2013: ÖGUT had a stand and ECOWEB-brochures were distributed to the participants of the conference. According to the title of the event the participants were strongly interested in getting information about research activities. Especially before the presentation, during the lunch break and after the official programme, many contacts to high level decision maker could be made for instance the Upper Austrian *Umweltcluster*, the *Umweltcluster Vienna* as well as the *Umweltcluster Eco World* could be convinced to become ECOWEB-partner. Following this, they disseminated ECOWEB at their newsletters and websites. Some weeks later the *Umweltcluster Vienna* also participated in the high level stakeholder meeting on 1st July 2013, the [ÖGUT-Themenfrühstück: Verbreitung von Eco-Innovation Forschungsergebnissen auf internationaler Ebene.](#)
- “Technology Cooperation Days” at Hannovermesse, Hannover, 9-11 April 2013: The event consisted of pre-organized 30 minutes meetings. Meetings were held with chambers of commerce, the deputy Vice-president for Knowledge Transfer from the Spanish Ministry of economic affairs and competitiveness, business consultants, sales managers, innovation incubators and managers. At the Hannovermesse itself we presented ECOWEB to some regional chambers of commerce from Germany, Italy and Austria. As a result of this event some organisations became ECOWEB-partners or made ECOWEB public via their communication channels (website, newsletter).
- South-East European Eco Forum – Save the Planet Conference and Exhibition, Sofia (BG), 30 May 2013: The ‘Save the Planet’ Exhibition encourages the technology transfer to the South-East European market in the waste management, recycling and environment sectors within the framework of the South-East European Eco Forum. Eutema attended the event to target multipliers from South-Eastern European countries and European networks of environmental experts participating in the conference. Different tools from the forum were employed: forum newsletter (sent to around 15,000 readers which resulted in directly 90 readers clicking¹² in the ECOWEB URL link in May), customized booth, presentation slot and 1-to-1 meetings.

In the conference, Mr. Kristof De Smet Vice-President from the European Network of Environmental Professionals (ENEP) was engaged to collaborate with ECOWEB. As a result, a member of the ENEP

¹¹ Multipliers around Europe that would support the dissemination of ECOWEB by actively informing their members and networks about the platform via publishing of articles, permanent linkage of their site to ECOWEB or by integrating the Eco-Innovation Boxes in their websites.

¹² Statistic data from bitly link inserted in this article.

attended the following week our ECOWEB Workshop (organised by APRE and UDE) in the Green Week, and the network promotes the ECOWEB platform.

In the booth and in 1-to-1 meetings, around 60 contacts from Bulgaria, Hungary, Austria, Romania, Germany and Netherlands interested in receiving information from ECOWEB were made, resulting in follow-up activities with 20 of them, one SME user offered to give a testimonial of their successful use of ECOWEB and gaining five “ECOWEB Partners” (active collaborators).

- Green Week Workshop & Stand, Brussels, 4-7 June 2013: APRE in collaboration with UDE and eutema decided to organise a satellite event at APRE Liaison Office in Brussels on 4 June and applied for a booth at the GREEN WEEK conference in Brussels. Within the satellite event two workshops on how to use ECOWEB the most efficiently to search for eco-innovations were conducted by UDE. Participants were asked to perform some search tasks by using the different search functionalities provided on ECOWEB. Afterwards, concrete solutions were presented and discussed. During the event, it was possible to meet researchers, SMEs, policy bodies, NGO organization active in air quality sector. After the event:
 - Simon Pascoe (Project Officer, ENEP European Network of Environmental Professionals Brussels) integrated the Eco-Innovation Box¹³ in its website: <http://enep.ngo.im/>
 - Giuseppe Spanto (Chief Executive Officer, Innovation in Sciences & Technologies – Is TECH) became one of ECOWEB partners: <http://www.ecoweb.info/partners>

For more information about ECOWEB’s participation and dissemination in events, consult the project’s public deliverable D5.3.

- Articles about ECOWEB

Also the Publishing of articles about ECOWEB was shifted towards the last part of the project resulting in more than 80 articles published in in various media like newsletters and magazines of chambers of commerce and clusters, surpassing the objective of 2 articles per dissemination partner. For a full list of articles published, see Template A2: List of all dissemination activities.

b. Evaluation of communication activities (WP4 and WP5)

- **Dissemination outputs versus outcomes**

Outputs	Performance metrics and current status (approx.) ¹⁴
Info site	No. of hits: has risen from 2300 in the first dissemination stage (low) to around 15,000 hits. The most visiting countries are AT, EU, USA, FR, UK, DE, IT, UK, RU, CZ, BE, ES. No. of users brought to ECOWEB (referrals): 134

¹³ The Eco-Innovation Boxes are a service offered by ECOWEB. These are configurable widgets (small web applications) that can be easily embedded into websites by copying and pasting the provided HTML code snippet. They offer users a quick overview of selected eco-innovations on ECOWEB and thereby, support the wide dissemination of EU-funded eco-innovative research results. You can get them at: www.ecoweb.info/eco-innovation-boxes

¹⁴ Data till 16.09.2013

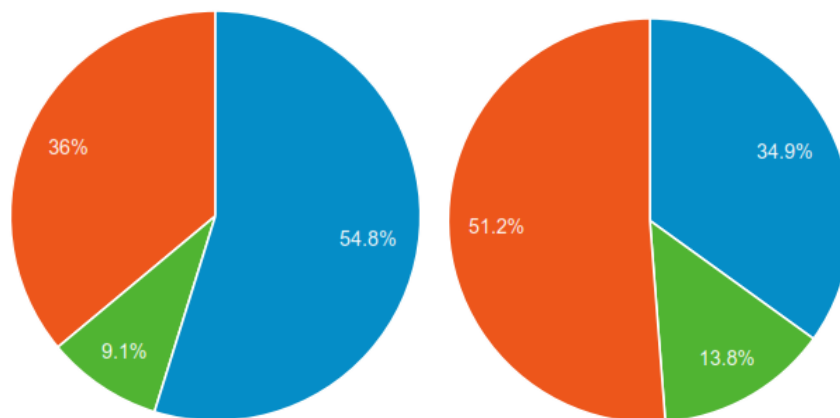
Outputs	Performance metrics and current status (approx.) ¹⁴
Project brochure	Stage-I no. of units handed in events and meetings: 705 (+465 units more than in Period 1) Stage-II no. of units handed in events and meetings: 2052
Participation in events	- No. of people directly reached through presentations or 1-to-1 networking: raised from 1400 in Period 1 to 6,261 in Period 2 - On the whole the no. of platform visits increased in those countries where the event took place (in different degree depending on the size of the events)
Project e-Newsletter	No. of recipients: 461 No. of readers: ~41% No. of click-outs: 19%
Screencast video presentations	No. of viewings of the first video: 211 views in YouTube since 07.11.2012- No. of viewings of the second video: 223 views in YouTube (182 in EN since 14.05.2013, 41 in DE since 25.06.2013)
Facebook page	No. of likes: 97 No. of visitors brought to ECOWEB (referrals): 122
Press releases	No. of press clippings: 10
Articles in mass media	No. of articles published: 82 Potential no. of readers: 193,477 No. of visitors brought to ECOWEB (referrals) from some articles: 167 from EcoAP Newsletter (80% new visitors), 68 articles in different EEN media, 82 from the Save the PLANET International Eco Forum Newsletter
Posts in LinkedIn	No. of visitors brought to ECOWEB (referrals): 112
Project partners' websites	No. of visitors brought to ECOWEB (referrals): 288 SMART, 89 ÖGUT, 29 APRE, 21 BAUM,
ECOWEB - Virtual Library Tutorial	No. of viewings: 33 views in YouTube since 19.08.2013
Emailings	No. emails addresses contacted ¹⁵ : ~ 34,000 % of email reactions: 5%-13% Increase in no. new visitors due to mass mailing: 10%-281% (depending on the target groups and number of emails sent in a day)

Table 2: Results of performance metrics of dissemination efforts in the ECOWEB Project during M1-M24

On the whole, the dissemination activities have increased direct and referral traffic to the ECOWEB platform as the figure 2.1 shows. The notorious dissemination activities carried out during the last three months with the participation in 17 events and the publishing of 59 articles in different channels has paid-off bringing directly interested users to ECOWEB, representing around 65% of all users.

■ Search Traffic ■ Referral Traffic ■ Direct Traffic

¹⁵ Email addresses from project coordinators and partners in the ECOWEB database, project newsletter database, stakeholders at events, contacts from the ECOWEB project partners, etc.



1 Apr 2013 - 31 May 2013 1 Jun 2013 - 31 Aug 2013
Figure 15: Evolution of the Traffic Sources of the ECOWEB platform.

The direct traffic resulting from our communication and dissemination efforts origins mainly from European countries (with the exception of the US).

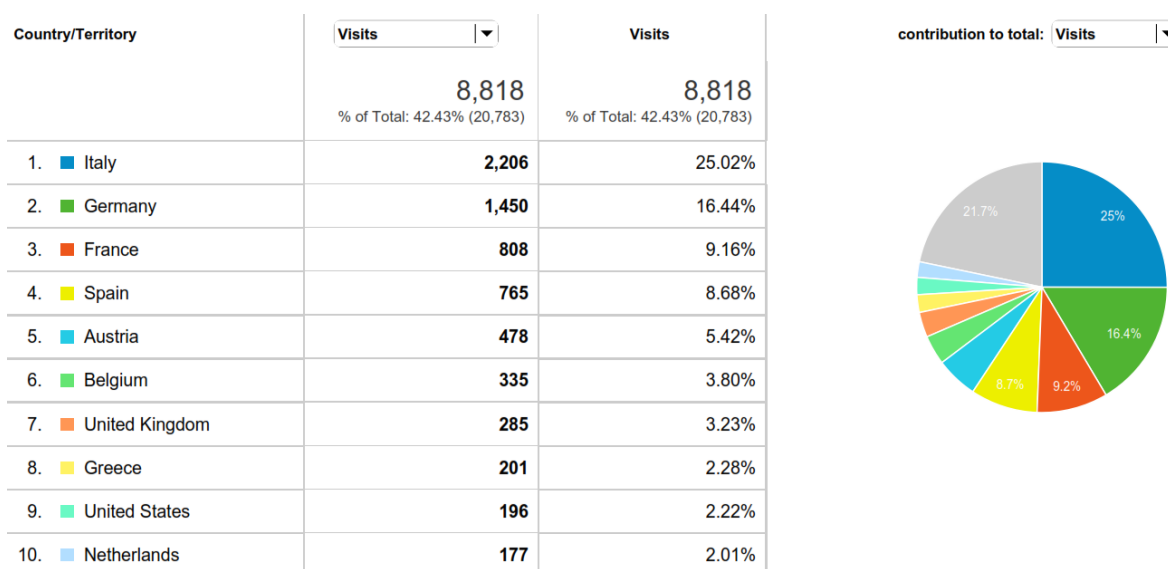


Figure 16: Direct Traffic 1 Apr – 16 Sep 2013

The impact of the ECOWEB project’s dissemination and communication activities is visible in the platform use when looking at the evolution of the traffic to the platform. There are notorious traffic peaks when the consortium performed mass mailings to different stakeholder groups or with some articles published in high impact media.



Figure 17 Evolution of traffic to the ECOWEB Platform from April 1st till September 16th of 2013

- Activation of multipliers from WP4 activities

On the whole, 134 multipliers around Europe have supported the spread of ECOWEB in the last months of the project phase and a few of them will remain a reference point in different countries. The most used way of collaboration was to distribute public information (107), e.g. by placing an article in a newsletter or in a magazine. 16 multipliers placed the ECOWEB logo at their website and 4 multipliers established a widget at the website and 5 multipliers used other ways of distribution.

The potential numbers of stakeholders, which may have been reached by the activities of the multipliers, is estimated by key figures as print run of print media, number of recipients at newsletter as well as by estimated visits of websites. According to these assumptions about 177,000 stakeholders have been reached in total.

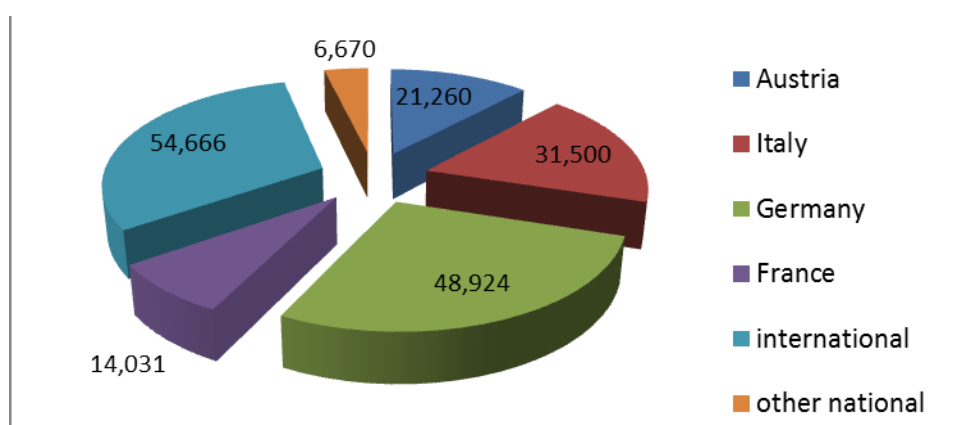


Figure 18 No. of stakeholders reached per country through multipliers contacted

c. Potential overall impact

- Platform users numbers

The objective of the ECOWEB project to have 10,000 users per year in the platform has been more than surpassed reaching more than 20,000 visit in 5,5 months from which over 15,500 are unique visitors.



Figure 19: Visits vs. Unique Visits - Since Launch on the 2nd of April 2013 till 16th of September 2013

In addition, the number of returning visitors has also been increased from an initial 18% to a 30% in average as we can see from the pie charts in figure 19. This fact shows the good acceptance of ECOWEB with users returning to it short after the first visit and impression.

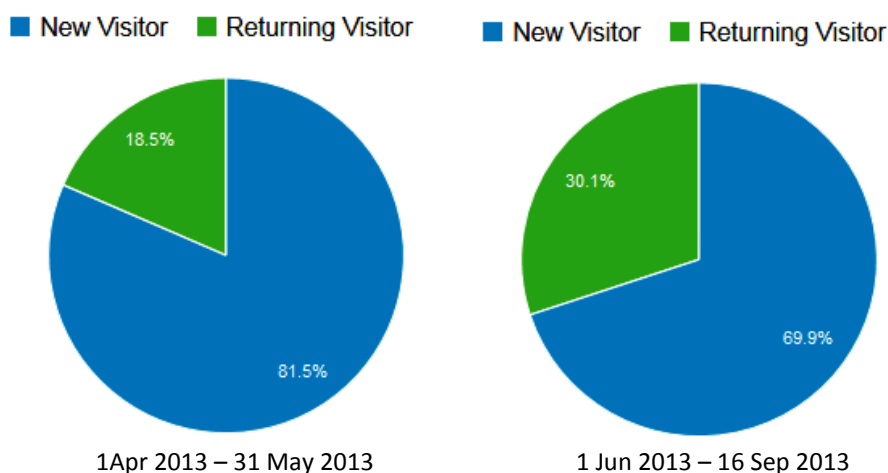


Figure 20: Comparison of new visitors vs. returning visitors short after the platform launch and after intense dissemination efforts

- Contacted projects

The evaluation of the actual uptake of results is an intricate and sensitive matter. The ECOWEB consortium opted for indirect parameters such as the contacting through the platform’s contact forms. As it has acknowledged that users preferred to contact project partners per phone or searching their direct email address, an additional metric was implemented: the users’ clicking on contact details (the sub-pages “contact-service”).

Through the contact form to contact individually partners involved in a particular eco-innovation, thirteen contact requests have been registered since the launch of the final platform (July 1st 2013). Although few contact requests, these are mainly from SMEs located in a different European country, to that/those from the consortium, interested in the particular eco-innovation either for direct take-up or for technology transfer to their clients. An example is an eco-conscious hotel in Great Britain interested in sustainable ceramic tiles developed (by an Italian - Czech-Republic consortium) from a new recycled material that would resist the particular environmental conditions of this hotel.

The sub-page “contact service” is installed since 1st of July 2013. If a visitor opens this page, we can conclude, that he/she wants to know more about the partner than the name of the organisations, the name of the contact person and the website of the coordinator. In this case, the user will find out the telephone number of the coordinator and of the project partners. This active step allows indicating a certain likelihood of actual contacting.

Already within the period 1st July – 16th September 2013, these subpages have been opened 296 times, where contact data of 267 projects were viewed. From this use of the platform, we can predict that on average 25 (after the project phase) to 30 (during the last 2 months of the project phase) project contacts will be weekly clicked for viewing.

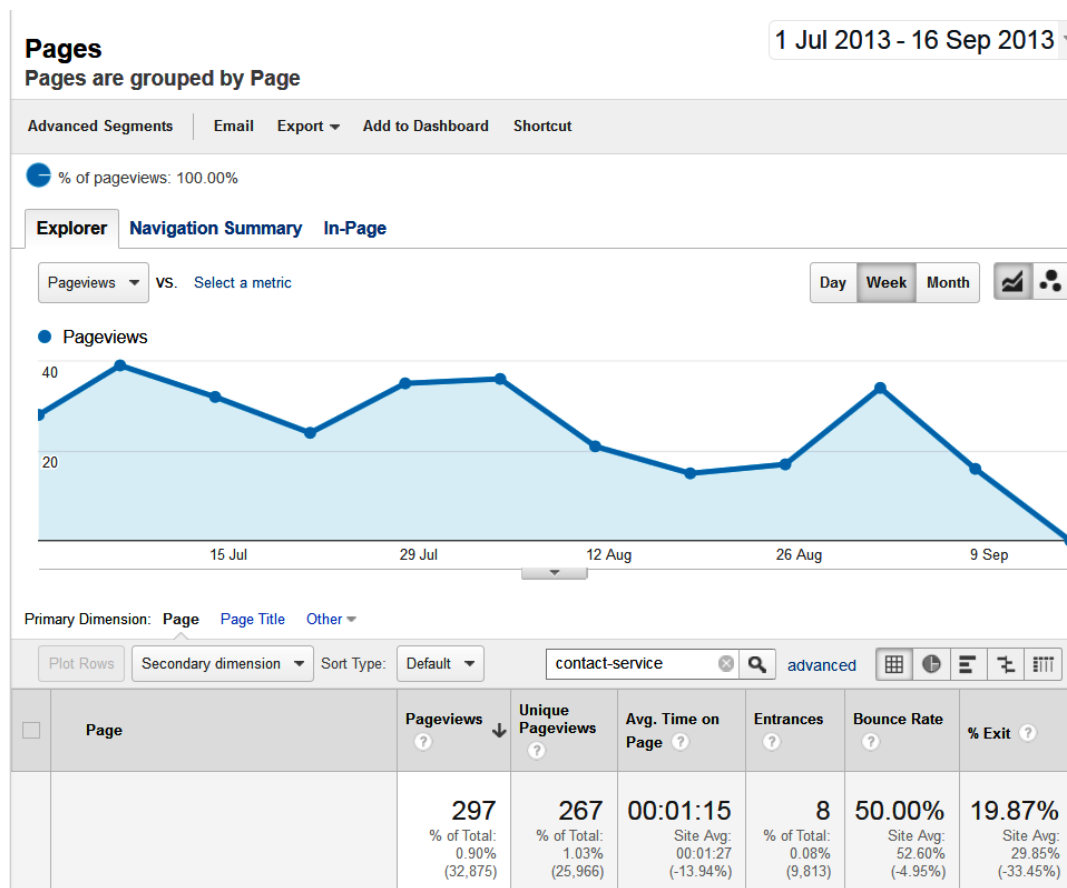


Figure 21 Number of page views of the ECOWEB sub-page “contact-service” within the period 1st July – 16th September 2013

On 19th July 2013 an e-mail with a link to a Google Drive survey was sent to 1,328 addresses of project partners and coordinators of 149 projects (out of about 3,000 projects). Until the 12th August 2013, 84 people answered the survey regarding project contacts. Out of them 72 declared that they did not have been contacted, 12 persons declared that they have been contacted due to the presentation of their project at ECOWEB. The organisations established contact to the project partners are allocated mainly to the sector “Environment”, followed by the sector “Material & Production”.

Assuming that the number of visits will continue into the future – thanks to the promotion performed during the project and the “long-term collaboration established with some multipliers – the number of contacted projects will be around 240 per year. Applying the relation of “SMEs” and “other than SMEs” to this number, about 140 projects per year will be contacted by SMEs and 100 projects per year will be contacted by “others than SMEs”.

- After project plan/Business model

The FP7 project ECOWEB was a pioneer project regarding the original approach to coordinate activities to support the dissemination and use of knowledge during the project lifetime. In this project, the consortium banked on innovative and sustainable ICT solution which would provide an up-to-date service after the project termination, becoming the first “gateway to European eco-innovations”.

The web platform will be kept in operation at least until 2016. Specifically, two project partners, eutema and SMART, will guarantee the financing of the platform and its services.

The computer engineering set up will automatically update eco-innovations displayed on ECOWEB. SMART will also guarantee to improve the search algorithms structuring the platform during this period. Although this system considerably reduces maintenance and monitoring costs whilst offering useful and up-to-date services to users, some minimum running costs will need financing.

Bearing in mind the technical possibilities and sounding out the interest of different stakeholders, the consortium considers the following sources of income:

- **Onetime payment of new FP/CIP/LIFE+ eco-innovation projects (from 1st of September 2013):** New projects sourced into the ECOWEB database will be synchronised into the platform for a fee as a symbolic contribution to financing the platform's maintenance.
- **Include individual non FP/CIP/LIFE+ eco-innovation results:** For a fee, organisations would be able to include their eco-innovations in ECOWEB. This option will enrich ECOWEB database by offering users more variety of eco-innovations but information would need to be checked in order to assess whether the innovation could be considered as an eco-innovation and that there is no offensive content.
- **Integration of other public databases:** The costs will be estimated for each individual case according to the kind of database, the platform adaptation needs, the evaluation of data load, and the connection mechanisms. This option will enrich ECOWEB database offering users more variety of reliable information on eco-innovations. However, there will still be a need for a customized solution and translation of all information by the customer into English.
- **Sponsorship:** ECOWEB can deliver increased awareness and brand building opportunities to organisations willing to pay a fee to cover the running costs of the system. In the five first months of the web portal public launch 15,000 unique visitors have used ECOWEB. This number is expected to continue growing as ECOWEB becomes more and more popular.
- **Premium partnerships of new ECOWEB network partners:** For a fee partners will receive real time updates on technologies relevant to their activities and will access to trend analysis on the topics and eco-innovations of interest.

Indeed, the ultimate goal of the financing model is to cover the running costs and, if possible, enrich the platform whilst keeping administration costs low.

5. The address of the ECOWEB online platform: <http://www.ecoweb.info/>

For more information about the project or to contact some of the project partners, visit the project info site at <http://ecoweb-project.info>.

2. Use and dissemination of foreground

Section A (public)

This section includes two templates

TEMPLATE A1: LIST OF ALL SCIENTIFIC (PEER REVIEWED) PUBLICATIONS RELATING TO THE FOREGROUND OF THE PROJECT.
 Not Applicable.

TEMPLATE A2: LIST OF DISSEMINATION ACTIVITIES (ORDERED PER DATE)

a) Dissemination at events

Year	Month	Days	Name of the event	Location (City, Country)	Geographic impact	Partners involved	Type of audience	Size of audience	No. brochures handed in	Activity				Impact
										presentation	booth	workshops	meeting	
2011	9	5-6	Envbiotech Conference (project presentation)	Gdansk (PL)	EU	eutema	Scientific Community (higher education, Research), Industry, Policy makers	100	20	X				high

Year	Month	Days	Name of the event	Location (City, Country)	Geographic impact	Partners involved	Type of audience	Size of audience	No. brochures handed in	Activity				Impact
										presentation	booth	workshops	meeting	
2012	4	3	Info Day "Programmes de financements européens pour la recherche et l'innovation dans les thématiques Environnement et Energie" (project presentation)	Paris (FR)	FR	PEXE	Scientific community and Industry	100	15	X				medium
2012	5	15	Joint partnering event FP7 in KBBE	Munich (DE)	EU	eutema	Scientific Community (higher education, Research), Industry, Policy makers	100	20	X				medium
2012	6	11	FP7 Environment Research Infoday	Brussels (BE)	EU	eutema	Scientific Community (higher education, Research), Industry, Policy makers, medias	400	20	X				medium
2012	9	25-26	CommNet meeting	Brussels (BE)	EU	eutema	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, medias	20	10	X				medium

Year	Month	Days	Name of the event	Location (City, Country)	Geographic impact	Partners involved	Type of audience	Size of audience	No. brochures handed in	Activity				Impact
										presentation	booth	workshops	meeting	
2012	11	9	Key Energy (ECOMONDO)	Rimini, (IT)	IT	BAUM	Industry, Civil Society, Policy makers	90	20		X			low
2012	11	26-27	The EcoAp forum. 13th European Forum on Eco-Innovation.	Lisbon, (PT)	EU	APRE	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers	35	20	X				medium
2012	12	5	ÖGUT Annual Reception	Vienna (AT)	AT	ÖGUT	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, medias	250	40		X			medium
2013	1	22	CORNET/EraSME Partnering Event	Vienna (AT)	EU	eutema	Scientific Community, Industry	60	70	X			X	high
2013	3	5	ENV NCP Together MEETING	Rome (IT)	EU	APRE	NCPs	20	20	X				medium

Year	Month	Days	Name of the event	Location (City, Country)	Geographic impact	Partners involved	Type of audience	Size of audience	No. brochures handed in	Activity				Impact
										presentation	booth	workshops	meeting	
2013	3	13	Umwelttechnikindustrie in Österreich: dynamisch, exportorientiert, innovativ (presentation eco industry in Austria)	Vienna (AT)	AT	ÖGUT	Eco - Industry, reseracher	200	50		X			medium
2013	4	4	National forum of the French eco-entreprises	Paris (FR)	FR	PEXE	SMEs, Multipliers, national institutions, other stakeholders	400	400	X				high
2013	4	9	Staff Exchange Visit of FP7 Energy NCPs	Rome (IT)	EU	APRE	NCPs	8	8	X				low
2013	4	9-11	HANNOVER MESSE 2013: Technology Cooperation Days on Industrial Energy Efficiency	Hannover (DE)	EU	BAUM	RTD companies; sector multipliers; Organisations involved in EU funded projects with eco innovative results; National / local authorities; Universities & Research Institutes	280	50	x			x	medium

Year	Month	Days	Name of the event	Location (City, Country)	Geographic impact	Partners involved	Type of audience	Size of audience	No. brochures handed in	Activity				Impact
										presentation	booth	workshops	meeting	
2013	4	12	Rencontres Ecotech – Water: metrology, management and treatment	Paris (FR)	FR	PEXE	SMEs, Multipliers, researchers	80	50		X			medium
2013	4	11-14	Energy Med	Napoli (IT)	IT	APRE	SMEs, Multipliers, researchers	200	30	X				low
2013	4	25-27	RENEXPO Central Europa, 7th International Energy Trade Fair	Budapest (HU)	EU	ÖGUT	Scientific community, enterprises	600	300		X			medium
2013	5	17	EOS – Exposition of Sustainability di Udine	Udine (IT)	EU	APRE	SMEs, Multipliers, researchers	80	20		X			low
2013	5	21	Highlights der Energieforschung (Highlights of the energy research activities)	Vienna (AT)	AT	ÖGUT	Scientific Community, SMEs	150	60		X			medium
2013	5	27	Rencontres Ecotech – Soils: characterization, measurement, remediation	Paris (FR)	FR	PEXE	SMEs, Multipliers, researchers	70	50		X			medium
2013	5	27	Innovation as a driving force in the EU R&I 2014–2020	East London, South Africa	extra EU	APRE	Scientific Community (higher education, Research), Industry, Civil	50	20	x				low

Year	Month	Days	Name of the event	Location (City, Country)	Geographic impact	Partners involved	Type of audience	Size of audience	No. brochures handed in	Activity				Impact
										presentation	booth	workshops	meeting	
							Society, Policy makers, medias							
2013	5	30	ENVIMPACT Annual Conference	Brussels (BE)	EU	APRE , eutema	SMEs, Multipliers, researchers	80	60	X	X			medium
2013	5	31	Eco-Innovation and Competitiveness in Industrial Areas	Rome (IT)	IT	APRE	NCPs	8	8	x				low
2013	5	28-30	South-East European Eco Forum – Save the Planet Conference and Exhibition	Sofia (BG)	EU	eutema	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, medias	5000	136	X	X			high
2013	6	4	Environord	Lille (FR)	FR	PEXE	SMEs, Multipliers, researchers	5442	50				X	medium
2013	6	5	“Öko-Innovationen systematisch stärken” (Systematically strengthen eco-innovations)	Berlin (DE)	DE	BAUM	sector multipliers; Organisations involved in EU funded projects with	80	50		x			medium

Year	Month	Days	Name of the event	Location (City, Country)	Geographic impact	Partners involved	Type of audience	Size of audience	No. brochures handed in	Activity				Impact
										presentation	booth	workshops	meeting	
							eco innovative results; National / local authorities; Universities & Research Institutes, environmental organizations, politicians, public officers							
2013	6	5	Rencontres Ecotech Waste and Industrial Ecology - Environord	Lille (FR)	FR	PEXE	SMEs, Multipliers, researchers	50	50		X			medium
2013	6	12	Roundtable Helpdesk Apre	Udine (IT)	IT	APRE	public administration officers	20	20	X				low
2013	6	27	General Assembly of PEXE	Paris (FR)	FR	PEXE	Multipliers and stakeholders	50	50				X	medium
2013	6	28	Think Tank in cleantech sector	Rome (IT)	IT	APRE	Multipliers and stakeholders	40	30	X				low

Year	Month	Days	Name of the event	Location (City, Country)	Geographic impact	Partners involved	Type of audience	Size of audience	No. brochures handed in	Activity				Impact
										presentation	booth	workshops	meeting	
2013	6	5-6	8° International Industrial Research Exhibition – R2B - RESEARCH TO BUSINESS 2013	Bologna (IT)	EU	APRE	Industry, Civil Society, Policy makers, researchers	150	100		X		X	medium
2013	6	4	Find Eco-Innovations in the air sector on ECOWEB! - Green Week 2013 Satellite Event	Brussels (BE)	EU	APRE, UDE	Researchers, RTD employers	10	10	X		X		medium
2013	6	4-7	Green Week 2013	Brussels (BE)	EU	APRE, UDE, eutema	Researchers, RTD employers	30	100		X			medium
2013	6	4-7	transport logistic – stand	Munich (DE)	DE	BAUM	Transport Logistic companies, associations, networks, RTD companies; sector multipliers; Organisations involved in EU funded projects; National / local authorities; Universities & Research Institutes	53000	100		x			medium

Year	Month	Days	Name of the event	Location (City, Country)	Geographic impact	Partners involved	Type of audience	Size of audience	No. brochures handed in	Activity				Impact
										presentation	booth	workshops	meeting	
2013	6	10-11	European Biomass Conference	Copenhagen (DK)	EU	ÖGUT	Scientific Community, SMEs	1800	300	X	X			medium
2013	6	10-11	B.A.U.M. Jahrestagung und Preisverleihung 2013	Stein bei Nürnberg (DE)	DE	BAUM	Enterprises, SMEs, members of B.A.U.M. e.V., politicians, environmental organizations,	300	100		X			medium
2013	6	12-13	Greater Region Business Days 2013	Luxembourg (LU)	DE,FR, BE	eutema, UDE	Industry, Civil Society	2650	140	X	X	X	X	high
2013	7	1	ÖGUT-Themenfrühstück: Verbreitung von Eco-Innovation Forschungsergebnissen auf internationaler Ebene (International distribution of Eco Innovation)	Vienna (AT)	AT	ÖGUT, eutema	high level representatives from eco innovation support programs in Austria	10	10	X		X	X	medium
2013	7	2	Rencontres Ecotech – Biodiversity	Paris (FR)	FR	PEXE	SMEs, Multipliers, researchers, national institutions	50	50		X			medium
2013	7	8	Eco-Innovation call 2013	Perugia	IT	APRE	Multipliers and stakeholders	60	50	X				medium

Year	Month	Days	Name of the event	Location (City, Country)	Geographic impact	Partners involved	Type of audience	Size of audience	No. brochures handed in	Activity				Impact
										presentation	booth	workshops	meeting	
2013	7	10	Eco-Innovation call 2013	Torino (IT)	IT	APRE	Multipliers and stakeholders	80	50	X				medium
No. of events:				41				72,203	2,757	24	19	3	7	

b) Publishing

Year	Month	Days	Publication title	Media name	language	Geographic impact	Organising partner	Type of audience	Potential readers	Comments
2012	1	7	ECOWEB – a dynamic e-dissemination platform for EU eco-innovation research results	ÖGUT website	DE	AT	ÖGUT	eco companies. Research community	2,000	
2012	4	15	Neue Plattform www.ECOWEB.info für Umweltinnovationen ist online	ÖGUT newsletter	DE	AT	ÖGUT	eco companies, research community	3,000	
2012	5	23	Point d'actualité sur la plateforme de projets R&D dans le secteur des éco-innovation financée par l'UE	PEXE Intranet (restricted)	FR	FR	PEXE	eco companies, research community	200	

Year	Month	Days	Publication title	Media name	language	Geographic impact	Organising partner	Type of audience	Potential readers	Comments
2012	7	3	ECOWEB erschließt Umweltinnovationen für KMU	BAUM e.v. Newsletter July August 2013	DE	DE	BAUM	SMEs and enterprises	550	550 members in B.A.U.M. Consult GmbH e.V.
2012	12	10	ECOWEB: une plateforme de projet européens éco-innovants	PEXE Newsletter	FR	FR	PEXE	multipliers, national institutions	250	
2013	3	7	Lavori nel vasto mondo dell'eco-innovazione? Sei interessato alle tecnologie, alle applicazioni e ai risultati di ricerche portate avanti in questo campo?	GSE APRE newsletter	IT	IT	APRE	companies, researchers, policy officers	2,000	
2013	3	19	Ecoweb – from research to realisation	ENV NCP Together Project Newsletter	EN	EU	APRE	NCPs	20	
2013	4	4	ECOWEB Plattform eröffnet: Ihr Portal zu europäischen Ökoinnovationen	NKS newsletter	DE	DE	APRE	eco companies, research community	3,000	
2013	4	15	ECOWEB - RILASCIATA LA PRIMA VERSIONE BETA	Eurosporello VENETO	IT	IT	APRE	eco companies, research community	1,000	
2013	4	16	ECOWEB: UNA PIATTAFORMA ONLINE PER L'ECO-INNOVATION	Sportello APRE TOSCANA	IT	IT	APRE	eco companies, research community	1,000	
2013	4	16	ECOWEB – Dalla ricerca alla realizzazione: lanciata la prima versione	APRE NOTIZIE Aprile 2013	IT	IT	APRE	companies, research community	3,000	

Year	Month	Days	Publication title	Media name	language	Geographic impact	Organising partner	Type of audience	Potential readers	Comments
			beta pubblica							
2013	4	23	ECOWEB - Rilasciata la prima versione beta	FIRST ASTER	IT	IT	APRE	eco companies, research community	2,000	
2013	4	24	Wirtschaft trifft Forschung – Neue Plattform für Öko-Innovationen	ökonews www.oekonews.at	DE	AT	ÖGUT	eco companies, research community	2,000	
2013	4	26	ECOWEB: une plateforme de projet européens éco-innovants	PEXE Intranet (restricted)	FR	FR	PEXE	multipliers, national institutions	300	
2013	4	29	ECOWEB – From research to realization	ECO-INNOVERA Newsletter	EN	EU	APRE	companies, researchers, policy officers	1,000	
2013	4	30	ECOWEB - Die neue Plattform für Eco Innovationen	website of the Environmental Cluster Vienna,	DE	AT	ÖGUT	SMEs, sector multipliers	3,000	
2013	5	8	ECOWEB - Neue Plattform für Eco Innovationen	newsletter of EU-Umweltbüro in Austria www.eu-umweltbuero.at	DE	AT	ÖGUT	researcher, NGOs, multiplier, administration	2,000	
2013	5	13	ECOWEB - Your Gateway to European Eco-Innovations	Save the PLANET International Eco Forum Newsletter	EN	global	eutema	SMEs	15,000	Issued 9th of May: 82 clicks on ECOWEB platform link
2013	5	14	ECOWEB – Dalla ricerca alla realizzazione. Lanciata la prima	GSE APRE newsletter	IT	IT	APRE	companies, researchers, policy officers	2,000	

Year	Month	Days	Publication title	Media name	language	Geographic impact	Organising partner	Type of audience	Potential readers	Comments
			versione beta pubblica.							
2013	5	15	ECOWEB - Neue Plattform für Eco Innovationen	website of the Upper Austrian environmental cluster	DE	AT	ÖGUT	SME, sector multiplier	5,000	
2013	5	23	Your Gateway to European Eco-Innovations	SME-AERO-POWER Website	EN	global	APRE	researcher, NGOs, multiplier, administration	1,000	
2013	5	23	From research to realisation: ECOWEB	EEN Bruxelles network 1	EN	global	APRE	companies, researchers, policy officers	1,000	
2013	5	23	From research to realisation: ECOWEB	NCP Brussels website	EN	global	APRE	companies, researchers, policy officers	1,000	
2013	5	29	ECOWEB forum	ENV NCP Together Newsletter	EN	EU	APRE	NCPs	20	
2013	5	30	ECOWEB Your Gateway to European Eco-Innovations	ENVIMPACT Newsletter	EN	global	APRE	companies, researchers, policy officers	1,000	
2013	6	6	ECOWEB From Research to realization	circular mail at Deutscher Verband für Technologietransfer und Innovation e.V. (DTI)	DE	DE	BAUM	SME in the innovation and technology transfer sector	15,000	Via the federal association the circular mail will reach 44 regional offices (The DTI is multiplier, stakeholder, competence

Year	Month	Days	Publication title	Media name	language	Geographic impact	Organising partner	Type of audience	Potential readers	Comments
										catalyst and quality manager for SMEs in the German innovation sector.
2013	6	6	n/a	Brandenburgische Energy Technologie Initiative	DE	DE	BAUM	SMEs and enterprises	n/k	lasting link
2013	6	20	Ouverture de l'outil ECOWEB : une plateforme de projets éco-innovants européens	APPEL Newsletter	FR	FR	PEXE	eco companies	200	
2013	6	20	ECOWEB-Plattform gestartet - KMU als Zielgruppe	digital Newsletter IHK Südlicher Oberrhein	DE	DE	BAUM	SMEs and enterprises	550	
2013	6	20	ECOWEB-Plattform gestartet - KMU als Zielgruppe	Website content IHK Südlicher Oberrhein	DE	DE	BAUM	SMEs and enterprises	n/k	
2013	6	22	ECOWEB: une plateforme de projet européens éco-innovants	TRIMATEC Newsletter	FR	FR	PEXE	eco companies, research community	300	
2013	6	24	ECOWEB-Plattform gestartet - KMU als Zielgruppe	Website-content IHK Karlsruhe	DE	DE	BAUM	SMEs and enterprises	n/k	lasting link
2013	6	26	Neue Plattform www.ECOWEB.info für Umweltinnovationen ist online	ÖGUT newsletter	DE	AT	ÖGUT	eco companies, research community	3,000	

Year	Month	Days	Publication title	Media name	language	Geographic impact	Organising partner	Type of audience	Potential readers	Comments
2013	6	26	Die Plattform für Öko-Innovationen ECOWEB	website eco world styria	DE	AT	ÖGUT	eco companies, research instituts	1,000	
2013	6	26	newsletter green tech valley	newsletter green tech valley	DE	AT	ÖGUT	eco companies, research institutes	1,500	
2013	6	27	Plateforme ECOWEB (base de données des projets éco-innovants financés par l'UE)	EA Ecoentreprises	FR	FR	PEXE	eco companies, research community	300	
2013	6	27	ECOWEB : Une plateforme de projets européens éco-innovants	DURAPOLE	FR	FR	PEXE	eco companies, research community	100	
2013	6	28	Un portail unique pour tous les projets R&D éco-innovants européens	Green News Techno - Stratégies & veille technologiques en environnement	FR	FR	PEXE	eco companies, research community	500	
2013	7	1	ECOWEB-Plattform gestartet	Digital newsletter IHK Ostwürttemberg	DE	DE	BAUM	SMEs and enterprises	?	
2013	7	1	ECOWEB-Plattform gestartet - KMU als Zielgruppe	digital Newsletter IHK für Ostfriesland und Papenburg	DE	DE	BAUM	SMEs and enterprises	n/k	
2013	7	2	ECOWEB : Une plateforme de projets européens éco-innovants	FIMEA	FR	FR	PEXE	eco companies, research community	100	

Year	Month	Days	Publication title	Media name	language	Geographic impact	Organising partner	Type of audience	Potential readers	Comments
2013	7	2	ECOWEB-Plattform gestartet – KMU als Zielgruppe	Innovationsnachrichten digital Newsletter IHK Schleswig-Holstein	DE	DE	BAUM	SMEs and enterprises	1,200	lasting link
2013	7	3	ECOWEB-Plattform gestartet – KMU als Zielgruppe	Umweltnachrichten digital Newsletter IHK Schleswig-Holstein	DE	DE	BAUM	SMEs and enterprises	1,200	lasting link
2013	7	3	ECOWEB-Plattform gestartet – KMU als Zielgruppe	Umweltschutznachrichten digital Newsletter IHK Schwarzwald – Baar – Heuberg	DE	DE	BAUM	SMEs and enterprises	158	
2013	7	3	ECOWEB erschließt Umweltinnovationen für KMU	BAUM e.v. Newsletter July August 2013	DE	DE	BAUM	SME, Enterprises	550	
2013	7	4	ECOWEB : Une plateforme de projets européens éco-innovants	Energie intelligente Europe	FR	FR	PEXE	eco companies, research community	1,000	
2013	7	5	Wirtschaft Trifft Forschung - Neue Plattform Für Öko-Innovationen	Umbrella Organisation Energy – Climate Protection (Dachverband Energie-Klima)	DE	AT	ÖGUT	eco companies, research institutes	2,000	
2013	7	5	ECOWEB – Datenbank zur Recherche umweltfreundlicher Technologieinnovationen	Digital Newsletter Kassel	DE	DE	BAUM	SMEs and enterprises	1,000	
2013	7	5	Plattform Ecoweb: Umweltinnovationen aus ganz Europa	Digital Newsletter IHK Bodensee-Oberschwaben	DE	DE	BAUM	SMEs and enterprises	1,000	
2013	7	5	ECOWEB -Plattform - Umweltinnovativen für Unternehmen	digital Newsletter IHK Erfurt	DE	DE	BAUM	SMEs and enterprises	750	

Year	Month	Days	Publication title	Media name	language	Geographic impact	Organising partner	Type of audience	Potential readers	Comments
2013	7	5	ECOWEB -Plattform - Umweltinnovativen für Unternehmen	website content IHK Erfurt	DE	DE	BAUM	SMEs and enterprises	n/k	
2013	7	5	Plattform ECOWEB	website content IHK Bremen	DE	DE	BAUM	SMEs and enterprises	n/k	lasting link
2013	7	9	Neue Plattform für Öko Innovationen	online magazine umweltschutz	DE	AT	ÖGUT	eco companies, national bodies	3,000	
2013	7	10	ECOWEB-Plattform - Umweltinnovationen für Unternehmen	Link on Website IHK zu Schwerin	DE	DE	BAUM	SMEs and enterprises	n/k	
2013	7	15	WWW.ECOWEB.DE – DIE WEB-PLATTFORM FÜR UMWELTINNOVATIONEN	Digital Newsletter Enterprise Europe Network Mecklenburg-Vorpommern (EEN MV)	DE	DE	BAUM	SMEs and enterprises	700	link on their website: http://enterprise-europe-mv.de/weblinks.html
2013	7	15	ECOWEB-Plattform gestartet – KMU als Zielgruppe	Innovationsnachrichten digital Newsletter IHK Schwarzwald – Baar – Heuberg	DE	DE	BAUM	SMEs and enterprises	1,369	
2013	7	17	Lanciata Piattaforma ECOWEB	Friuli Innovazione Newsletter	IT	IT	APRE	researcher, NGOs, multiplier, administration	1,000	
2013	7	17	ECOWEB-Plattform gestartet – KMU als Zielgruppe	Digital Newsletter IHKn Baden-Württemberg_Innovationnewsletter_07-2013	DE	DE	BAUM	SMEs and enterprises	13,000	

Year	Month	Days	Publication title	Media name	language	Geographic impact	Organising partner	Type of audience	Potential readers	Comments
2013	7	19	ECOWEB eröffnet Zugang zu EU-Forschungsergebnissen	digital Newsletter IHK Schwaben	DE	DE	BAUM	SMEs and enterprises	707	
2013	7	23	Wirtschaft trifft Forschung – Neue Plattform für Öko Innovationen	plattform www.umwelttechnik.at	DE	AT	ÖGUT	eco companies	800	
2013	7	24	Eine Plattform für Umweltinnovationen	Website IHK Dresden	DE	DE	BAUM	SMEs and enterprises	n/k	
2013	7	25	Wirtschaft trifft Forschung – Neue Plattform für Öko Innovationen	newsletter www.umwelttechnik.at	DE	AT	ÖGUT	eco companies	60	
2013	7	26	OeGUT-Themenfrühstück "Verbreitung von Eco-Innovation	ÖGUT newsletter	DE	AT	ÖGUT	eco companies, research community	3,000	
2013	7	26	ECOWEB - Your Gateway to European Eco-Innovations	INEA Consulting - news section	EN	CEE	eutema	SMEs and enterprises	943	
2013	7	26	ECOWEB - Eine Plattform für Umweltinnovationen	• Digital newsletter IHK Dresden	DE	DE	BAUM	SMEs and enterprises	4,000	
2013	7	29	CRIC supports eco-innovative initiatives through Ecoweb platform	CRIC - News portal	EN	ES	eutema	SMEs, sector multipliers, Environment professionals	n/k	
2013	7	29	Wimbex listed on Ecoweb, the first eco-innovators online	Wibex portal	EN	EU	eutema	Researchers	n/k	

Year	Month	Days	Publication title	Media name	language	Geographic impact	Organising partner	Type of audience	Potential readers	Comments
			directory							
2013	7	29	Listed on Ecoweb, the new eco-innovators platform	Urbanwater portal	EN	EU	eutema	Researchers	n/k	
2013	7	30	ECOWEB - Your Gateway to European Eco-Innovations	Bulgarian Photovoltaic Association - website news section	EN	BG	eutema	SMEs, sector multipliers, Environment professionals	1,500	
2013	7	30	ECOWEB - Your Gateway to European Eco-Innovations	OVAM ecodesign.link	EN,NL	BE	eutema	SMEs	2,540	permanent link
2013	7	30	Plattform ECOWEB bietet Zugang zu über 1500 EU-geförderten Forschungsprojekten- und ergebnissen	Innovation & Markt - Zeitschrift des Verbandes innovativer Unternehmen	DE	DE	BAUM	SME, innovation branche	1,800	The VIU is a branch association for innovative enterprises
2013	8	2	ECOWEB - Datenbank zur Recherche umweltfreundlicher Umweltinnovationen	Innovationsnachrichten Hessen der IHK Hessen	DE	DE	BAUM	SMEs and enterprises	3,000	
2013	8	5	ECOWEB-Plattform Umweltinformationen für Unternehmen	Digital newsletter IHK Braunschweig	DE	DE	BAUM	SMEs and enterprises	650	
2013	8	7	ECOWEB	Innovationsnachrichten 08/2013 der IHK zu Rostock	DE	DE	BAUM	SMEs and enterprises	290	
2013	8	8	ECOWEB - Your Gateway to European Eco-Innovations	EEN Bulgaria	EN, BG	BG	eutema	SMEs and enterprises	870	

Year	Month	Days	Publication title	Media name	language	Geographic impact	Organising partner	Type of audience	Potential readers	Comments
2013	8	9	Umweltinnovationen für Unternehmen	website of IHK Ostthüringen zu Gera	DE	DE	BAUM	SMEs and enterprises		
2013	8	26	ECOWEB bietet Zugang zu Forschungsergebnissen	digital Newsletter IHK für Ostfriesland und Papenburg	DE	DE	BAUM	SMEs and enterprises	1,000	
2013	9	2	New portal provides eco-innovation one-stop shop	EcoAp website	EN	EU	eutema	SMEs, sector multipliers, Environment professionals, researchers	9000	
2013	9	10	Datenbank zu geförderten EU-Umwelt-Forschungsprojekten	printed Newsletter "Wirtschaft in der TechnologieRegion Karlsruhe" 9/2013	DE	DE	BAUM	SMEs and enterprises	1,000	
2013	9	12	n/k	SMART Newsletter	DE	DE	SMART	SMEs and enterprises	1,000	
2013	9	15	Forschungsergebnissen auf internationaler Ebene	umweltschutz der wirtschaft	AT	AT	ÖGUT	SMEs	2,000	
2013	9	24	ECOWEB: enhancing the European green business niche	ECOPOL web news section	EN	EN	ÖGUT	Policy makers, business		
2013	10	n/k	n/k	IHK Wirtschaftsmagazin IHK Ostwürttemberg	DE	DE	BAUM	SMEs and enterprises	10,000	upcoming
2013	n/k	n/k	n/a	WIR Magazin	DE	DE	BAUM	SMEs and enterprises	30,000	upcoming

Year	Month	Days	Publication title	Media name	language	Geographic impact	Organising partner	Type of audience	Potential readers	Comments	
2013	n/k	n/k	n/k	Digital newsletter IHK Halle-Dessau	DE	DE	BAUM	SMEs and enterprises	n/k	upcoming	
2013	n/k	n/k	n/a	Digital Newsletter IHK Würzburg-Schweinfurt	DE	DE	BAUM	SMEs and enterprises	500	upcoming	
2013	n/k	n/k	ECOWEB-Plattform gestartet - KMU als Zielgruppe	IHK-magazine	DE	DE	BAUM	SMEs and enterprises	25,000	upcoming	
2013	n/k	n/k	n/k	1,2,3,GO Business Initiative	FR	LU	eutema	SMEs, sector multipliers	n/a	upcoming	
				Articles published:					82		
				Articles upcoming:					6		
									193,477		

c) Other dissemination activities

Year	Month	Days	Activity	Description	language	Geographic impact	Partners	Type of audience	Potential outreach	Outreach stats	Impact *	Comments
2012	11	7	Video in youtube	ECOWEB Platform, benefits for multipliers	EN	global	ÖGUT, SMART	all	∞	206	206 views	32% growth from M18-M24
2012	5	15	networking	JRC Conference "Scientific support for growth, jobs and sustainability: the eco-industry example"	EN	EU	APRE	multipliers/ Regional authorities/ Researchers	300		Low	20 flyers handed in

Year	Month	Days	Activity	Description	language	Geographic impact	Partners	Type of audience	Potential outreach	Outreach stats	Impact *	Comments
2013	1	20	networking	Understanding the Health Effects of Air Pollution: Recent Advances to Inform EU Policies	EN	EU	APRE	Academic, Policy-makers and NGOs	20		Low	10 flyers handed in
2013	4	29	info email	Die Lücke zwischen Forschung und Umsetzung zu schließen	DE	AT	ÖGUT	eco companies, research institutes, multipliers, national institutions	320	320	Low	
2013	4	29	networking	Exploitation and Commercialization of Research Results of Multinational Consortia	EN	EU	eutema	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, medias	50		medium	10 flyers handed in
2013	5	14	Video in youtube	ECOWEB presentation based on beta version	EN	global	BAUM, ÖGUT	all	∞	202	202 views	published 14.05.13
2013	5	15	Posting in LinkedIn	Intro to ECOWEB in ECO-INNOVERA group, CIP-Eco-Innovation group and EU Eco-Innovation Action Plan group	EN	EU	eutema	SMEs, sector multipliers, Environment professionals	600	6	Low click rate, 6 clicks; recommended by 4 users	Impression of weakness: too long text

Year	Month	Days	Activity	Description	language	Geographic impact	Partners	Type of audience	Potential outreach	Outreach stats	Impact *	Comments
2013	4-8	-	Eco-innovation boxes integrated by ECOWEB project partners	Eco-innovation boxes integrated by ECOWEB project partners	EN	EU	ÖGUT, APRE, eutema	SMEs, sector multipliers, Environment professionals	∞			
2013	4-8	-	Eco-innovation boxes integrated by ECOWEB collaborators ("partners")	Eco-innovation boxes integrated by ECOWEB collaborators ("partners")					∞			
2013	4	19	Company Visits in Potenza	Face-to-face Meeting	IT	IT	APRE		15			6 flyers handed in
2013	5	27	networking	CIP Eco-Innovation European Info Day 2013	EN	EU	APRE	SMEs, Multipliers, researchers	100		Low	10 flyers handed in
2013	5	7-8	networking	SET Plan Conference	EN	EU	APRE	Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, medias	150		Low	20 flyers handed in

Year	Month	Days	Activity	Description	language	Geographic impact	Partners	Type of audience	Potential outreach	Outreach stats	Impact *	Comments
2013	7	12	networking	SINNOVA 2013 - 1° Salone dell'Innovazione in Sardegna	IT	IT	APRE	Multipliers and stakeholders	100		Low	30 flyers handed in
2013	7	30	Posting in LinkedIn	Linked In-group OVAM Ecodesign.link.	NL	BE	eutema	SMEs	300			
2013	8	19	Video in youtube	ECOWEB - Virtual Library Tutorial	EN	global	BAUM, UDE, ÖGUT	SMEs, Multipliers	24	24	24 views	
2013			engaged multipliers in events				eutema: 5, ÖGUT: 3, APRE: 15, PEEX: 3, BAUM: 3					
			Project Newsletter	Monthly NLS from Apr-Aug 2013	EN		all	all	461	461		189-461
2013	5-7		emailing	to stakeholders	IT	IT	APRE		9940			
2013	5-7		emailing	project coordinators and partners in ECOWEB	EN	global	smart		8995			
2013	7-8		emailing	project coordinators and partners in ECOWEB		EU	eutema, ÖGUT, APRE, PEEX, BAUM		3285			
Outreach:									24,660	1,219		

Section B (Confidential¹⁶ or public: confidential information to be marked clearly)
Not applicable.

¹⁶ Note to be confused with the "EU CONFIDENTIAL" classification for some security research projects.