

## **Communication and dissemination of information that has been carried out, Jan 2016**

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

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

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

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

*Publications*

Type of publication	No. publish	No. of copies	Languages	Date	Comments	
Layman's report						
Minutes	23		Eng		PMG-minutes/web	
	1		Sw/Eng		Minutes action 1/mail	Introduction meeting, regional council Jämtland
	1		Sw/Eng		Minutes action 1/mail	Meeting county council Jämtland
	2		Eng		Minutes action 2 /web,mail	Meeting planning website,webpages
	5		Sw		Notes work meetings diff. actions	Meeting planning daily work – networking, economics, media etc
	3		Sw		Notes work meeting act 22	Planning for concluding workshops, technical issues etc
	3		Eng		Notes work meeting webinar okt 15	Planning and conduction Webinar with HCWH okt 15
Manuals	6		Eng		Project member manuals/web	Open meeting, economic reports etc.
	5		Eng	12,15,15	Project member manuals/web	Time sheet template, time report, cost report
	1		Eng	20120514	Communication plan – first draft	Second draft planned to May 2014/midterm
Action list	1		Eng		Attachment to PMG minutes/Web	
Activity reports	1		Eng		Initial report /web	
	1		Eng		Inception report/web	
	1		Eng	Apr 13	Pre Progress report/web	
	1		Eng	Jul 13	Progress report/web	
	1		Eng	Mar 12	Monitoring protocol /web	
	1		Eng	Jan 13	Monitoring protocol /web	
	1		Eng	May14	Monitoring protocol /web	
Reports	4		Eng		PM visit to beneficiaries	
Leaflets	1		Eng		Handout, brief information/web/print	Used at a least 4 different occasions
	1		Eng		Handout Event Walk of Life/web	Promotion Walk of Life 21th of may2012
	2		Eng	2012-09	Updated presentation of the project /Web "Wanted" "About"	CleanMed Europé Malmö

	1		Eng	2013-12	Would you buy a new type of blood bag?	
	1		Eng	2015-05	Update-correction Region Jämtland Härjedalen	Nordic Centre for Sustainable Healthcare
	1		Eng	2016-01	Update-correction prolongation of project	Brussels – Mid Sweden European Office
Brochures						
Posters	1		Eng	Oct 2012	Forum for a non- toxic environment	Swedish Chemical Agency's annual conference
	1		Eng	Sep2013	Would you buy a new type of Blood bag?	CleanMed Europé Oxford
Roll up	1		Eng	2011-10	Brief information –like handouts	Used at least 3 different occasions
	1		Eng	2012-09	Updated presentation of the project	CleanMed Europé Malmö
	1		Eng	2014-01	Update-correction of map with beneficiaries	
	1		Eng	2015-05	Update-correction Region Jämtland Härjedalen	Nordic Centre for Sustainable Healthcare
Books						
Technical publications	1		Eng	2012-03	LCA of PVC Blood bag	Calculations to use for comparison to PVCfree blood b.
Presentation	1		Eng	2013-03		European Parliament for a lunch debate on how to move towards a non-toxic European healthcare
Presentation	1		Eng	2014-10		The LIFE EDESIA kick off meeting in Rome
Presentation	1		Sv	2013-10	The long and winding road to achieve - a new nontoxic product on demand.	Swedish national conferens - Procurement with environmental and social demands - with the PVCbloodBag project as a brilliant example.
Presentations Kickoff	9		Eng	2012-02	Lectures Kickoff/web	
Invitation Kick Off	1		Eng		Web/mail	
Program Kick Off	1		Eng		Web/print	
Pictures from Kickoff	1		-		Web	
Letter of Intent	1		Eng		From prestudy/web	
Invitation to CleanMed Europe13	1		Eng/Sv		Mail/Web/Newsletter	Press,international press, Red Cross Europé, Red Cross International, County councils, Blood Alians organisations, Conferens delegates etc

Invitation to CleanMed Europe12	1		Eng	Jun 12	Mail/Web	Press,international press, Red Cross Europé, Red Cross International, County councils, Blood Alians organisations etc
Presentations Paralell session B3 CleanMed Europe12	5		Eng	Sep-Oct	Lectures /Web	Paralell session B3 - PVC Replacement in Healthcare –org by the project
Pictures from CleanMed Europe12	1		Eng	Sep/Oct 12	Web	
Pictures from CleanMed Europe12 Subsport Work Shop	1		Eng	Sep 12	Web	Workshop attended by the project
Note -Picture from CleanMed Europe13	1		Eng	Sep 13	Web	Well visited poster presentation in Oxford
Notepads with project logo	100?		Eng	Sept 12	print	
Stickers with project logo	200		Eng	Sept 12	print	
Beverage-bags, pvc free with project logo	4		Eng	Sept	Print/bag - reusable	Beverage at Clean Med Europe. Paralell session B3 - PVC Replacement in Healthcare –org by the project.
"handbags"+bag, pvcfree with project logo	3		Eng	Sep 13	Print/bag sewed on our own	Made bag ourselves out of the first batch of pvc free plastic film produced in the project - to show and feel at the CleanMed Europe Conf. Oxford
Petition	1		Eng			
Press release	1		Eng/Sw	July 2011	Approval of project/mail/web	
	1		Eng	Jan-Feb 2012	Kick Off meeting in Copenhagen	
	1		Eng/Swe	May 2012	LCA-study	
	1		Eng	Nov 2014	Haemotronic beneficiary	Connection to PMs visit to Haemotronic in Italy
	1		Eng	Oct 2015	In vitro tests start at Karolinska	
Final report prestudy	1		Eng		Web	Background information for this project
Newsletter	3		Eng		Mail/Web	Projects own newsletter – updates about the project
Photos	ca 20					Photografer – for the project in connection with start of In vitro test. Pictures of bloodbags, sampling and general pictures to use in different presentations, reports etc.
Report within the project	1		Eng	Jan 2016	Print/Web	A survey to gather information about blood transfusions regarding statistics, procurement and environmental requirement in Europe.

Video	1		Eng	Jan 2016	Web	Information about the project
Other (please specify)						

Media and other dissemination work

Type of media	Date Before/No	Sep 11	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mars 12	Apr 12	May 12	June 12	July 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	
Project website: average number of visitors per month Website launched Oct 2011			127	54	166	418	400	219	198	248	?Failor in reporting	(0713-0812) 390	262	311	229	228	241	
Project placed on beneficiaries websites Karolinska:													x					
Melitek							x											
Totax/Primo		x																
Wipak										x								
Ec.europa-eu- LIFE webbsite		x																
Press releases made by the project	20110721					01-25				07/Sw 09/Eng								
General public article in national press																		
General public article in local press	ÖP				ÖP													
General public article in local Danish press															????			
Specialized press article	20110801 Plastforum																	
	201108 Kemivärlden																	
															Europeinnov a12 (Danish ministry for Science,			

																Innovation and higher education			
																Medical Plastic News, issue 8			
Internet article	20110802 Jll				Läkare för miljön		Mjönn o- vationer												
	20110801 Läkare för miljön  Plastforum Silobreaker						Silobreaker												
							EU LIFE+ Events												
									Life news										
			HCWH Healthcare without harm							HCWH Healthcare without harm									
												Chemical Watch.com							
									HHI Healthier hospitals initiativ										
																Plasteurope.com			
																Plastics today			
																Pan European networks			
																MPN MAGazine			
																Sustainable Consumption			



												Institute, Univ. of Manchester						
										P6A European Intelligence unit								
												Azom.com						
												Ringier Industry sourcing.com						
												Plastics infomart.com						
											www.pvc. com							
												EMDT European Medical Device Technology						
													Winnats. co.uk					
																		Europeinnov a12 (Danish ministry for Science, Innovation and higher education
																		Medical Plastic News, issue 8
TV news/reportage	20110727 SVT Mittnytt																	
Radio news/reportage																		
Film produced																		
Film played on TV																		
Film presented in events/festivals																		
Exhibitions attended																		

Information centre/Information kiosk																		
Project notice boards/websites			1															
Internet Blogs																		
Other (please specify)																		
Type of media	Date	Jan 13	Feb 13	Mars 13	Apr 13	May 13	June 13	July 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mars 14	Apr 14	May 14
Project website: average number of visitors per month Website launched Oct 2011		331	266	312	203	247	113	60	61	111	149	99	54	113	102	108	155	146
Project placed on beneficiaries websites Karolinska:																		
Melitek																		
Totax/Primo(1/1-13 – off granted EC Oct 13)																		
Wipak																		
Ec.europa-eu- LIFE webbsite																		
Press releases made by the project																		
General public article in national press																		
General public article in local press																		
General public article in local Danish press																		
Specialized press article																		
Internet article																		
TV news/reportage																		



Radio news/reportage																		
Film produced																		
Film played on TV																		
Film presented in events/festivals																		
Exhibitions attended																		
Information centre/Information kiosk																		
Project notice boards/websites																		
Newletter nr 1 and 2						x			x									
Internet Blogs																		
Other (please specify)																		
Type of media	Date	June 14	July 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec14	Jan 15	Feb 15	Mars 15	Apr 15	May 15	June 15	July 15	Aug 15	Sep 15	Oct 15
Project website: average number of visitors per month Website launched Oct 2011		81	89	89	108	141	135	136	157	186	192 New web format	231	292	195	214	132	216	181
Project placed on beneficiaries websites Karolinska:																	X	
Melitek																		
Totax/Primo(1/1-13 – off granted EC Oct 13) Primo new webbsite						x												
Wipak							x											
Ec.europa-eu- LIFE webbsite																		
Ec.europa-eu- LIFE Facebook/Twitter																		x
Press releases made by the project							x											x
General public article in national press																		
General public article in local press																		

General public article in local Danish press																		
Specialized press article																		
HCWH Newsletter/Website																	xx	
Region Jämtland Härjedalen Web,facebook etc																		
Internet article																		
Plastnet																		Karolinska testar PVC-fria blodpås ar
Mentor Newsroom																		Karolinska testar PVC-fria blodpås ar
Magoda									PVC Blood Bags: Harmful Or Not?									
TV news/reportage																		
Radio news/reportage																		
Film produced											Recording Karolinska	production						producti on
Film played on TV																		
Film presented in events/festivals																		
Exhibitions attended																		
Information centre/Information kiosk																		
Project notice boards/websites																		
Newsletter nr3																		x

Internet Blogs																		
Webinar Project+HCWH live																		x
Other (please specify)																		
Type of media	Date	Nov 15	Dec 15	Jan 16	Feb 16	Mars 16	Apr 16	May 16	June 16	July 16	Aug 16	Sep 16	Nov 16	Dec 16	Jan 17	Feb 17	Mars 17	April 17
Project website: average number of visitors per month Website launched Oct 2011		196	144	359														
Project placed on beneficiaries websites Karolinska:		x																
Melitek																		
Totax																		
Wipak																		
Ec.europa-eu- LIFE webbsite		x			x													
Ec.europa-eu- LIFE Facebook/Twitter																		
Press releases made by the project																		
General public article in national press																		
General public article in local press																		
General public article in local Danish press																		
Specialized press article																		
HCWH Newsletter/Website		x		x														
Region Jämtland Härjedalen Web,facebook etc				x														

Internet article																		
Läkare för miljö		PVC-free blood bags for greener healthcare																
Plastics today		PVC-free blood bags begin miles in vitro study																
Dr Gupta Verlag		Major milestone in the development of PVC-free blood bags																
Youtube			Project movie															
TV news/reportage			X Dutch TV recorded															
Radio news/reportage																		
Film produced		Production editing	X Project film launched															
Film played on TV																		

Film presented in events/festivals																			
Exhibitions attended																			
Information centre/Information kiosk																			
Project notice boards/websites																			
Internet Blogs																			
Webinar Project+HCWH at web			x																
Other (please specify)																			
Project Twitter account																			

Workshops, seminars, and conferences

Target audience:	General public			Specialised audience (e.g. decision-makers)			Very specialised audience (e.g. experts, academics)			Date	Comment
	Local/Regional	National	EU/International	Local/Regional	National	EU/International	Local/Regional	National	EU/International		
Number of participants:											
0-25 participants			x								
										20111125	Presentation Life+ Kick off in London
									x	20111208-09	Presentation for board meeting - Healthcare without harm, Malmö
						x				20120524	Project monitor Diderick Velthoen. all actions in the project were reviewed.
						x				20120822	Project monitor Pekka Hänninen, all actions in the project were reviewed.
									x	20121022	Visit, work, meeting, beneficiary Melitek-Denmark
									x	20121106	Visit, work, meeting, beneficiary Totax/Primo-Poland
								x		20130227	Information Jämtland County Council
						x				20130321	Brussels -European Parliament for a lunch debate on how to move towards a non-toxic European healthcare..
									x	20130322	Brussels - policy strategy meeting on how to phase out EDCs in medical devices
									x	20131014	Life EDESIA Kick off in Rome, invited speaker

									x	20140108	Visit from meeting, beneficiary Totax/Primo-Poland
									x	20140310	Visit Red Cross Finland Hlsinki
									x	20140311	Visit, work, meeting, beneficiary Wipak-Finland
						x				20140404	Monitoring visit EC in Östersund
									x	20140513	Designmeeting bloodbag at Karolinska with Haemotronic
						x				20140516	Swedish Environmental minister visits- briefing
									x	20140514-15	Visit,work, economic meeting with beneficiary Melitek -Denmark
						x				20140916	Monitor Pekka Hänninen visits Östersund
									x	20141105	Visit, work, meeting, beneficiary Haemotronic-Italy
									x	20141106-07	Presentation Annual meeting Sustainable Health care and HCWH
										20150903	Monitor Inta Düce visits Östersund
	x									20150928	Information environmental days Östersund Tingshuset
									x	20150928	Information meeting with Petter Höglund Karolinska
									x	20150928	Procurement of Medical Technical products
									x	20151016	European Blood Allians in Birmingham
										20151218	Meeting international networks
25-75 participants									x	20120207-08	Projects own Kick-off seminar I Copenhagen
						x				20121126	Lecture regarding the project at lunch at the Regional Council of Jämtland
									x	20120927	CleanMed. Europe -12. Paralell session B3 - PVC Replacement in Healthcare –org by the project (5 lectures)
									x	20120927	Lecture regarding the project CleanMed. Europe -12. Paralell session B3 - PVC Replacement in Healthcare
						x				20131119	International project within the region
						x				20140409	International project within the region
						x				20140909	Presentation Karolinska staff

					x				20150128	Swetox networking meeting in Stockholm/LIFE edesia	
								x	20150528	Presentation at Nordic Center for Health Care -Malmö	
									20151022	Webinar together with HCWH	
								x	20151204	Lecture procurement for ECO students at MIUN	
75-100 participants				x					20111128	Presentation for employees at the Regional Council of Jämtland	
Target audience:	General public			Specialised audience (e.g. decision-makers)			Very specialised audience (e.g. experts, academics)				
More than 100 participants								x	20110928	Presentation at a seminar for chemical experts	
				x					20111014	Open house for all employees at Regional Council of Jämtland	
				x					20120229	Workshop Innovations of the future, Sundsvall	
								x	20120313	Transfusion Medicine Region Days, Örebro, Presentation	
			x						20120521	Walk of LIFE+ Get the blood pumping. Project event- 20 years celebration LIFE+	
								x	20120703	Leading Health Care. Seminar Visby Almedalen –Information material distributed	
								x	20120925-29	CleanMed. Europe -12. Seminars, workshops ,gatherings, discussions. The project presented In Plenum as one of the best examples.	
								x	20121015	Presentation at Swedish Chemical Agency's annual conference- Forum for a non- toxic environment	
								x	20121130	Medical National Conference 2012	



											The project got an abstract accepted for the Swedish Medical National Conference 2012. A new Prezi presentation was made for a 15 minutes presentation,
						x				2012 -autumn	Melitek has participated in an EU conference in Copenhagen where the project were picked as one of the good examples within EU Star/ LIFE
								x		20131010	Procurement with environmental and social demands - with the PVCbloodBag project as a brilliant example. Invited as a speaker
									x	20130917-19	CleanMed. Europe -13. Oxford. Seminars, workshops ,gatherings, discussions. Posterpresentation
		x								20131113-15	Åre Sustainability summit 2013
										20151022	Webinar together with HCWH – recording available at the website