

# NorthPestClean

**Dissemination report**  
**Dissemination activities from 01/09/2010 to 31/05/2011**

**01-08-2012**

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## Contents

Contents .....	2
Dissemination report - NorthPestClean .....	3
Summary .....	3
Communication strategy .....	3
Message .....	3
Target audiences .....	3
Communication channels .....	3
Dissemination activities .....	4
Very specialised audience .....	4
Specialised audience .....	5
General public .....	6
Dissemination protocol .....	9

## Appendix

1. Project presentation at the international conference ConSoil
2. Press release regarding start-up
3. Presentation of tender material
4. Project presentation at Cheminova
5. Project presentation at DTU
6. Project presentation at LIFE+ kick-off meeting
7. Project presentation at stakeholder meeting
8. Project presentation at the national conference ATV Vintermøde
9. Project presentation at LIFE+ info-session
10. Press release regarding construction of test cells
11. Laymans report
12. Technical pamphlet
13. Project presentation at the international conference SARCLE
14. Project presentation I at the international conference Battelle
15. Project presentation II at the international conference Battelle

## **Dissemination report - NorthPestClean**

### **Summary**

The project group behind NorthPestClean has a clear communication strategy with a well-defined target audience. In an early stage of the project the message, the target audience and the communication channels was determined.

NorthPestClean and the concept of *in situ* alkaline hydrolysis (ISAH) at pesticide contaminated sites have been presented to numerous professionals at national and international conferences.

The regional and national media coverage has been even better than expected. National TV had a feature on the news during start-up of the project and regional TV has had various features on the news during the entire project period.

The regional written media has been very receptive to press releases regarding the project and this has resulted in numerous articles in regional and local newspapers.

### **Communication strategy**

In the first few weeks of the project period a communication strategy was developed by the project group. The strategy focuses on message, target audiences and communication channels.

### **Message**

The main message is that Region Central Denmark is competent and innovative in solving the problems of pesticide contamination at Groyne 42. NorthPestClean is a demonstration project partially funded by the EU LIFE+ programme and seeks to demonstrate the effectiveness of ISAH for remediation of pesticide contamination.

### **Target audiences**

- National and international experts having professional interest in the demonstration project. The project group wants these experts to be part of the project network, bid on tenders and further develop the remediation technology in the future.
- The local citizens, local politicians and interest groups having interests in the demonstration project at Groyne 42. The project group wants this target audience to know that the contamination problem is being solved professionally.
- The regional politicians interested in promoting the project and themselves.
- Representatives of the EU LIFE+ programme and the Danish Environmental Agency. The project group wants these representatives to know that the demonstration project is well organized and managed.

### **Communication channels**

The channels used depend on the audience. Experts are reached through conferences, homepage, Facebook and scientific articles. Local stakeholders are reached through local TV, local press, stakeholder meetings and notice boards in the area. Regional politicians are reached through committee meetings and local and regional press. Representatives of the EU LIFE+ programme and the Danish Environmental Agency are reached through steering committee meetings and documentation reports.

## Dissemination activities

The NorthPestClean dissemination activities are divided into three categories depending on the target audience – Very specialised audience, specialised audience and general public. In principle some dissemination activities are aimed at more than one of these categories. This dissemination report covers the period September 1<sup>th</sup> 2010 to May 31<sup>th</sup> 2012.

### Very specialised audience

NorthPestClean and the concept of ISAH at Groyne 42 were presented to approximately 75 professionals at the international conference “Consoil 2010” in Salzburg, Austria, in September 2010. A ppt-presentation was done and a 7 min. film about the project was shown to the audience.

A press release regarding start-up of the project and public tender was published in November 2011.

Tender material for establishment of test cells in 2011 and execution of experiments in the period 2011-2013 was presented to potential bidders in Viborg, Denmark, primo December 2010.



# “NorthPestClean” a Large-Scale Demonstration Project showcasing a New Remediation Method Based on *In Situ* Alkaline Hydrolysis

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24-05-2012

[www.NorthPestClean.dk](http://www.NorthPestClean.dk)

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*Platform presentation at “Battelle 8.th International Conference” in Monterey, California. The project was presented to leading specialists on contaminated sites.*

NorthPestClean was presented to academic staff at DTU (Technical University of Denmark) in December 2010. Department of environmental engineering at DTU is an external partner on the project focusing on risk assessment.

NorthPestClean and the concept of ISAH at Groyne 42 were presented to approximately 100 professionals at the national conference “ATV Vintermøde 2011” in Vingsted, Denmark, in March 2011.

NorthPestClean and the concept of in situ alkaline hydrolysis at Groyne 42 were presented to approximately 40 professionals at the international conference “SARCLE 2011” in Gent, Belgium, in October 2011.

Two Platform presentation and three poster presentations of NorthPestClean and the concept of ISAH at Groyne 42 were made at “Batelle 8.th International Conference” in Monterey, California, in May 2012. An audience of around 150 international experts participated in the platform presentation.

### **Specialised audience**

At a stakeholder meeting NorthPestClean and the concept of ISAH at Groyne 42 were presented to approximately 40 academic staff members at Cheminova. The meeting was held at the Cheminova headquarter in Thyborøn, Denmark, in December 2010.



*Site visit by “Erhvervsakademi Aarhus”. The history of the chemical dumpsite at Groyne 42 was told and the students were introduced to the demonstration project.*

NorthPestClean was presented to around 20 EU Life+ project teams at a kick-off meeting arranged by EU Life+ in London, UK, in January 2011.

At a stakeholder meeting NorthPestClean and the concept of ISAH at Groyne 42 were presented to representatives of Lemvig Municipality and The Forest and Nature Agency. The meeting was held at Central Region Denmark, Dep. of Soil and Natural Resources in Holstebro, Denmark, in January 2011.

Notice boards describing the project were established in February 2011 at Central Denmark Region, Dep. of Soil and Natural Resources in Holstebro and Horsens, Denmark.

At a stakeholder meeting NorthPestClean and the concept of ISAH at Groyne 42 were presented to representatives of the Coastal Directorate. The meeting was held at the Coastal Directorates office in Lemvig, Denmark, in March 2011.

NorthPestClean was presented to around 50 professionals with a special interest in Life+ funding at a Life+ info-session in Slagelse, Denmark, in March 2011.

A dissemination protocol was established in May 2011 to create an overview of the execution of the communication strategy. The dissemination protocol is regularly presented to the EU as a part of the progress reports.

A technical pamphlet was published on the project website in July 2011. Hard copies of the technical pamphlet are available at the test site.

An on site presentation of NorthPestClean to 30 international students at “Erhvervsakademi Aarhus” (studying agricultural science) was made in December 2011.

### **General public**

A project logo was designed by the communication department of Central Denmark Region in October 2010 and a Danish website, [www.northpestclean.dk](http://www.northpestclean.dk), was published in November 2010.

A press release regarding start-up of the project and public tender was published in November 2010.

The project manager was interviewed for regional and national TV, regional and national radio, and local newspapers during November 2010. Among other media coverage NorthPestClean and EU Life+ was mentioned in national and regional TV (TV2 News and TV/MIDT-VEST).



*Regional TV interviewing the project leader at Groyne 42 just after the demonstration project was announced in November 2010.*

A notice board describing the project was established at the site in Thyborøn, Denmark, in February 2011.

NorthPestClean and the concept of ISAH at Groyne 42 were presented on regional TV (TV/MIDT-VEST) in March 2011. An agreement with TV/MIDT-VEST on regularly media coverage during the project period was made on the same occasion.

An agreement with the video production company “Complot” to produce a documentary video about the project was made in April 2011.

A press release regarding construction of test cells and the project in general was published in April 2011. The press release gave rise to massive media coverage in among other regional and national TV (TV/MIDT-VEST and DR Update) and radio (DR P4 Midtvest and DR P1).



Regional TV/MIDT-VEST covering start-up of demonstration experiments at Groyne 42. The headline says “Spacemen at the beach at Groyne 42”.

A layman’s report was published on the Danish website in May 2011. Hard copies of the layman’s report were made available at the test site.



Announcement of public meeting about the demonstration project at Groyne 42. The local media has been very helpful regarding promotion of the project.

A public meeting regarding NorthPestClean was held at “Kystcentret Thyborøn” in June 2011. On this occasion around 20 local citizens and representatives of interest groups were presented to the project and invited on a guided site visit.

The English website, [www.eng.northpestclean.dk](http://www.eng.northpestclean.dk) was published in June 2011 and is regularly updated.

The video production company “Complot” is continuously producing video clips for a documentary video about NorthPestClean. A short video describing the project was posted on the website in December 2011.



## Dissemination protocol

Date	Activity	Description	Target Audience	Participants	Appendix
22.09.10	Conference	Project presentation of NorthPestClean at the international conference “Consoil 2010” in Salzburg, Austria.	Very specialized audience	Approximately 75 persons	1
20.10.10	Logo	Design of project logo	General public	-	
01.11.10	Website	Danish website www.northpestclean.dk established	General public	-	
19.11.10	Press release	Press release regarding start-up of the project and public tender	General public	-	2
19.- 22.11.10	Interviews	Project manager interviewed for regional and national TV, regional and national radio, and local newspapers	General public	-	
20.11.10	Mentioned in TV	Project mentioned in TV2 News (national) and TV/MidtVest (regional)	General public	-	
01.12.10	Presentation	Presentation of tender material	Very specialized audience	5 persons	3
02.12.10	Stakeholder meeting 1	Project presentation at Cheminova, Thyborøn, Denmark	Specialized audience	Approximately 40 persons (academic staff of Cheminova)	4
08.12.10	Presentation	Project presentation at DTU (Technical University of Denmark). DTU is external partner on risk assessment	Very specialized audience	2 academic staff members at DTU	5
11.01.11	Presentation	Project presentation at kick-off meeting in London arranged by EU Life+	Specialized audience	20 EU Life+ project teams	6
27.01.11	Stakeholder meeting 2	Project presentation at stakeholder meeting with Lemvig Municipality and The Forest and Nature Agency at Dep. of Soil and Natural Resources in Holstebro, Denmark	Specialized audience	3 Persons	7
02.02.11	Notice board	Notice board describing the project established at the test site	General public	-	
21.02.11	Notice boards	Notice board describing the project established at Dep. of Soil and Natural Resources in Holstebro and Horsens, Denmark	Specialized audience	-	
03.03.11	Presentation	Project presentation at the regional TV/Midtvst. Agreement with TV/Midtvst on future media coverage	General public	-	
03.03.11	Stakeholder meeting	Project presentation at stakeholder meeting at the Coastal Directorate in Lemvig, Denmark	Specialized audience	2 persons	7
08.03.11	Presentation	Project presentation of NorthPestClean at the national conference “ATV Vintermøde 2011” in Vingsted, Denmark	Very specialized audience	Approximately 100 persons	8
25.03.11	Presentation	Project presentation at Life+ info-session in Slagelse, Denmark	Specialized audience	Approximately 55 persons	9
07.04.11	Video documentary	Agreement with the video production company “Complot” to produce a documentary video	General public	Complot representative	
26.04.11	Press release	Press release regarding construction of	General	-	10

		test cells and project in general	public		
03.- 13.05.11	Interviews	Project manager interviewed for regional TV and regional and national radio	General public	-	
16.05.11	Dissemination protocol	Establishment of dissemination protocol	Specialized audience	-	
27.05.11	Layman's report	Layman's report published on the website. Hard copies of layman's report made available at test site.	General public	-	11
20.06.11	Public meeting	Public meeting regarding NorthPestClean at "Kystcentret Thyborøn"	General Public	20	
30.06.11	Website	English website established <a href="http://www.eng.northpestclean.dk">www.eng.northpestclean.dk</a>	General public	-	
31.07.11	Technical pamphlet	Technical pamphlet published on the website. Hard copies of technical pamphlet made available at test site.	Specialized audience	-	12
24.- 26.10.11	Presentation at conference	Platform presentation of NorthPestClean at the conference SARCLE 2011, Gent, Belgium.	Very specialized audience	40	13
08.12.11	Presentation, students	On site presentation of NorthPestClean to students at "Erhvervsakademi Aarhus" (a business academy).	Specialized audience	30	
12.12.11	Video	The video production company "Complot" is continuously producing video clips for a documentary video. A short video describing the project has been posted on the website.	General public	-	
21.- 24.05.12	Presentation at conference	Platform presentation and poster presentations at Battelle 8.th International Conference, Monterey, California	Very specialized audience	-	14, 15