
European Commission
EASME
Executive Agency for Small and Medium-sized Enterprises
ENVIRONMENT
Policy relevance, sustainability, replicability and transferability
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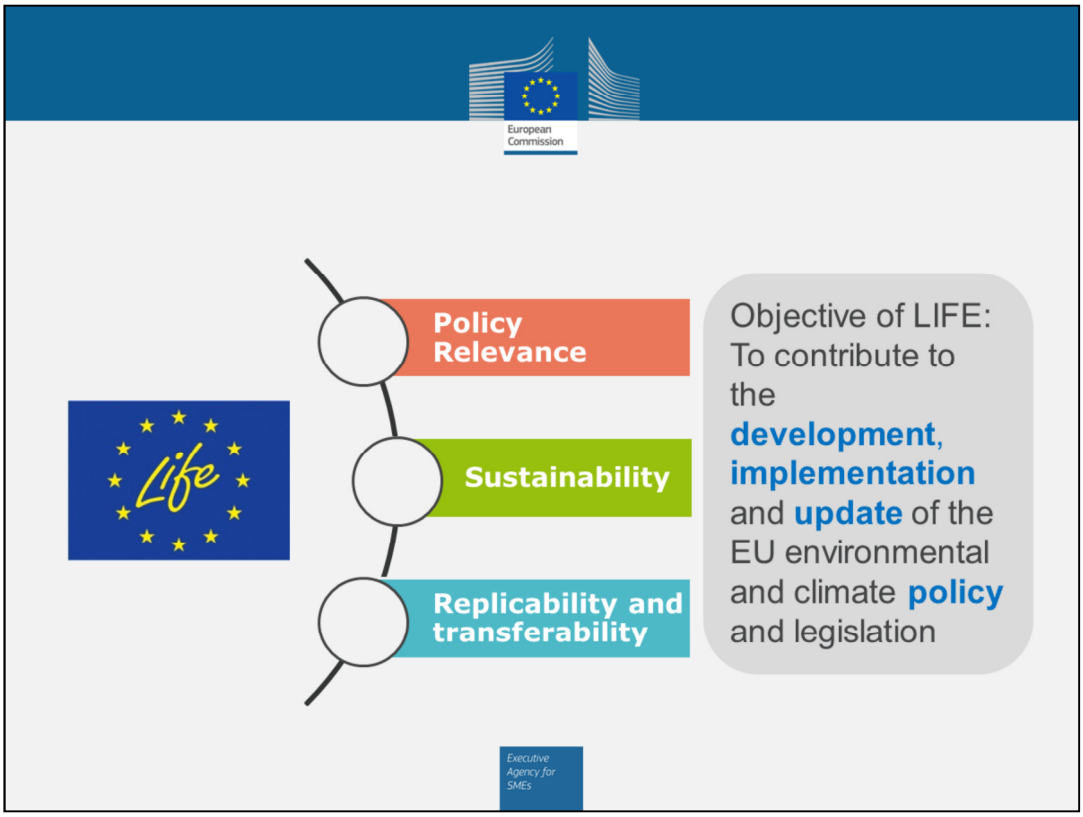
Unit B.3. Life & CIP Eco-Innovation
19/10/2017
Executive Agency for SMEs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Policy Relevance
Sustainability
Replicability and transferability
Objective of LIFE: To contribute to the development, implementation and update of the EU environmental and climate policy and legislation
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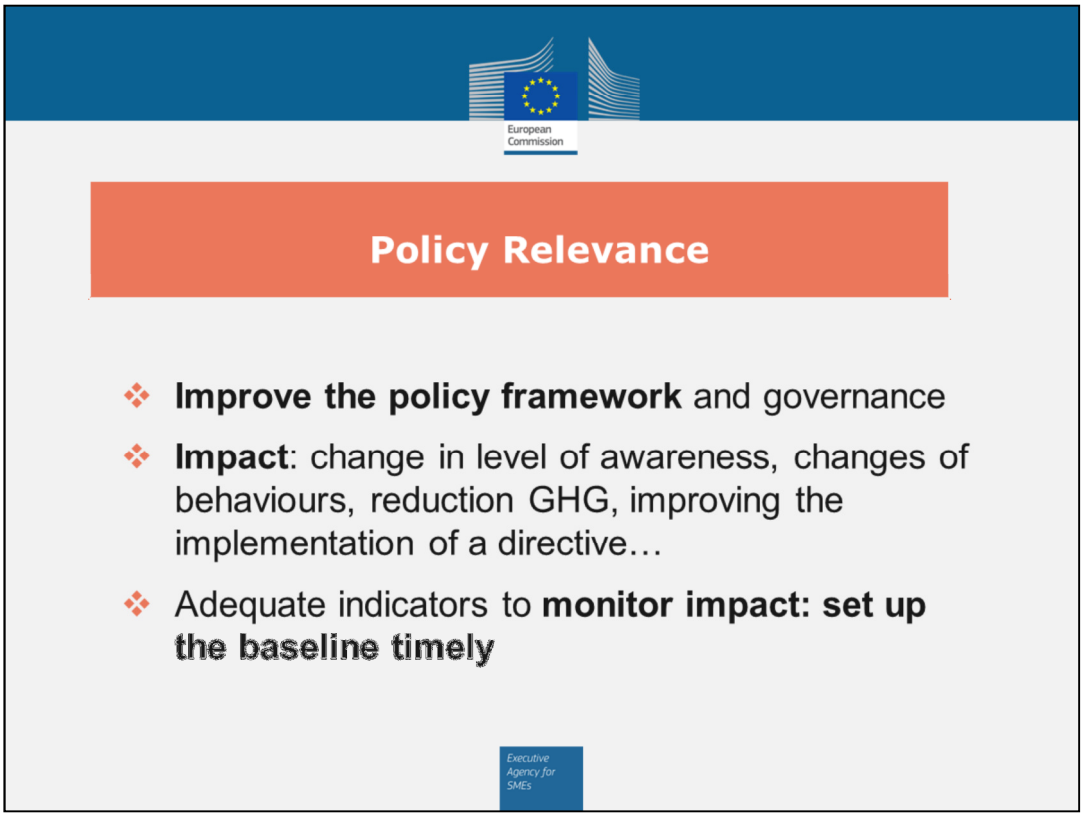



1. What is the policy framework? How is policy framework evolving? Monitor it!
2. Who are the stakeholders – local ,national EU
3. Which type of communication should be established –how to engage them? How to inform them timely?
4. Are there inconsistencies between several policies (at the EU, between EU/national/regional scales, etc.)?
5. Does the project contribute to policy implementation and development at EU, national, regional and/or local policies?

Measure impact : Qualitative and

quantitative, as much as possible

- Express change between the baseline and project end
- Dedicated actions that monitor project impact

- How to assess if the target has been reached:
  - Surveys
  - Questionnaires
  - Collecting feedback

INFORM: Consider the parent DG (e.g. DG CLIMA) and also the whole European Commission.

Do not think only of EC, but also of Parliament, EEA, Professional / Industrial Associations, National Authorities, NGOs, etc.

Do not think in terms of policy development cycles and do not to be afraid to propose new features!

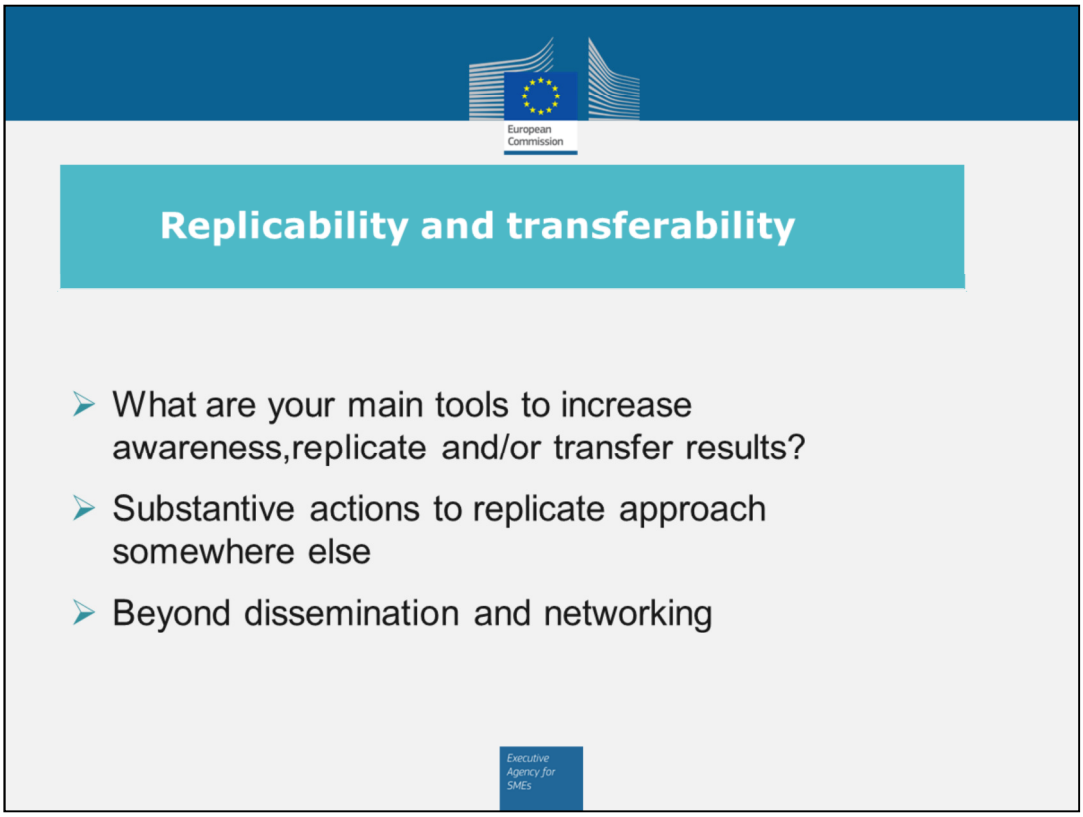
- ? -baseline situation on environmental and awareness/governance issues in target area
- Address different causes of the problem

→>>> inform about the policy colleagues will give an update!!

- Italian bill on food waste
- 1 500 tons of food recovered
- 26 participating supermarkets
- Reduction 60% waste




- **Technical sustainability** should **be built in the project** ex. scale up pilot, uptake of policy recommendations/tools
- Responsibilities – who will do the job afterwards? Who will use the tool/ products developed?
- **Financial sustainability**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Replicability and transferability
What are your main tools to increase awareness,replicate and/or transfer results?
Substantive actions to replicate approach somewhere else
Beyond dissemination and networking
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- Communication is not only about letting people know about the project.

- If done well, it should contribute to achieving the objectives of the project.

- Communication should be an intrisec part of the project and not an adds on or a tick the box exercise – website or noticeboard. It is a key to promote + inform+ communicate + educate people therefore should be as a backbone of the project. i.e. develop a floods management tool but did not inform citizens

- Communication is also key for showcase the success of the project to encourage replication of projects' results

- Communication is key to inform policy makers at local and EU level of best practices – linking the project to EU or and national initiatives

Organise press session at the time of the EU visit to the project

Use social media to share/promote best practices and events

MEASURE changes

- Ensure that the impact indicators you develop are:
  - appropriate for your project
  - detailed enough to address various aspects of the project
  - measure appropriately the project's impact
  - reliable and possible to monitor


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Wishing you Success
in achieving
a great impact!
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