



# FRAME

FORECASTING AND ASSESSING EUROPE'S  
STRATEGIC RAW MATERIALS NEEDS

## DELIVERABLE 2.1 Dissemination and Exploitation Plan

WP2 Dissemination



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731166





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Deliverable D. 2.1

## Dissemination and Exploitation Plan

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<b>Authors:</b>	M. João Ferreira/Teresa Calabaça
<b>Reviewed by:</b>	
<b>Approved by:</b>	
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## Purpose

This document presents the Dissemination and Exploitation Plan for the FRAME project. It serves as guidelines for communication and exploitation activities. The Plan identifies all the channels, audiences, information and content to be disseminated by the project. It will align key messages for different audiences, the frequency with which communications will take place, milestones for communications, quality controls and performance indicators, as well as responsibilities for undertaking these activities.

The implementation of this plan will optimize stakeholder engagement, building trust in the project from stakeholders, and emphasizing the potential benefits that FRAME can deliver.

The document is intended for both internal and external readers. Its dissemination level is Public. This document is under the responsibility of Work Package 2 (WP2). Amendments, comments and suggestions should be sent to the WP2 work package leader: Maria João Ferreira.

[mjoao.ferreira@lneg.pt](mailto:mjoao.ferreira@lneg.pt).





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## Executive Summary

The present document is a deliverable of the Forecasting and Assessing Europe's Strategic Raw Materials needs (FRAME) project, which is funded by the European Union's Horizon 2020 Programme under Grant Agreement 731166.

The document presents the project's Dissemination and Exploitation Plan, defining the actions and implementation measures envisioned to efficiently communicate about project objectives and activities and disseminate project outputs in order to ensure the best exploitation of its results, as part of Work Package 2 – "Dissemination".

The FRAME Dissemination and Exploitation Plan will be systematically reviewed and updated on the occasion of each consortium meeting, if necessary.

This document outlines the key messages which are to be considered in all communications issued by all partners, and provides an analysis of the stakeholders, in collaboration with WP1, to whom these messages are directed and the channels identified for their delivery.

The project will run for 36 months from 1st July 2018, and communication activities are planned throughout this period.

This Project Dissemination and Exploitation Plan sets out communication activities designed to ensure that all relevant and interested stakeholders are involved and/or reached, and properly, correctly and regularly informed and kept updated. In this regard, WP2 will:

- create awareness about the FRAME project and encourage involvement;
- create and maintain a vivid interest ensuring participation and contribution of key players;
- Support both the mid-term workshop/event and the final event with appropriate dissemination means and ensure that the results are properly presented;
- set a plan for the dissemination activities;
- disseminate the accumulated knowledge to the relevant stakeholders.

To reach the above goals the first step will be to identify target stakeholders such as international agencies, regulators and policy makers, research centers, universities, training centers, SMEs, large companies and not for profit organizations active in social





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and economic development, environmental protection and potential end-users. The second step will consist of developing key messages tailored to the specific needs of each stakeholder. The final step will be to identify specific dissemination tools to reach them.

The first part of the Dissemination and Exploitation Plan will be targeted to the stakeholders involved, informing on achievement of milestones and on any potential issues of interest, and promoting exchange of ideas. The activities and actions will be based on the work carried out by all WPs. Fundamental for the success of the project is the collaboration between European and International stakeholders in order to ensure the exchange of information and best practices and achieve a common view for the development of the platform. While the second part of the Plan will be targeted to broader stakeholder community institutions.





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## Deliverable report

### Introduction

The project “Forecasting and Assessing Europe’s Strategic Raw Materials Needs” (FRAME) will build on previously and currently developed pan-European and national databases, and expand the strategic and CRM knowledge through a compilation of mineral potential and metallogenic areas of critical raw materials resources in Europe, focused on related metal associations on land and the marine environment. Secondary resources, in terms of historical mining wastes and potential by-products will also be considered. The mineral resources targeted will have to extend beyond the current EU CRM list and include also minerals and metals (e.g. lithium, copper, and manganese) that are strategic for the European downstream industry in the mid- and long-term perspective. This project will collect and act as a source of mineral information data that will support the continuous work going on in the DG-Grow, Raw Materials Supply Group and the Ad Hoc Working Group on Criticality of the EU commission.

The FRAME consortium is composed of established and well-known institutions from 19 European Countries.

The Project will:

- Identify and define the strategic minerals and metals that will make part of the metallogenic map and related interpretations, focused on the current list of CRM, but considering also the strategic importance of some of those which were among the original candidates, such as phosphate rock, lithium, graphite, cobalt, niobium, tantalum, and others such as selenium, silver, copper, manganese, lead and iron ore. All minerals and metals collected and selected to be part of the metallogenic map will simply go under the term CRM.
- Produce a metallogenic map and increase the knowledge on the CRM endowments and resource potential in Europe and EU seas, based on,
  - Mineralisations and deposits on land and the marine environment in which CRM make the main commodities, e.g. REE minerals related to carbonatite, nepheline syenites, pegmatites or paleoplacers, tungsten deposits related to granites, lithium feasible pegmatites, graphite hosted by schists.
  - Mineralisations and deposits on land and the marine environment in which CRM make associated commodities, e.g. REE in bauxite deposits and manganese nodules; cobalt in nickel deposits and ferromanganese crusts;





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- vanadium in iron-titanium deposits; indium and tellurium in VMS and epithermal gold deposits.
- Secondary resources, in terms of historical and modern mineral-based mining wastes (waste rocks, processing tailings, metallurgical residues) and by-products, e.g. REE in apatite concentrates related to iron extraction and red mud derived from alumina refining; indium in the waste streams of lead-zinc sulphide mining.
  - Better understanding of the ore genetic links between major deposit types and hosted critical mineral and metal associations. Understanding also the mineralizing processes in different environments, including current deep sea, and using this understanding to predict and develop new mineral deposits or deposit types. This research also involves the characterization of ores, rocks, primary and secondary deposits etc. for significant elements and minerals, whose importance has increased and/or which represent cases where the occurrence is poorly understood or constrained. This objective and target will be interlinked and interactive with the tasks undertaken and the achievements resulted from GeoERA RM3 Metallogeny that will address the main deposit types and commodities.
  - Be able to identify conditions and processes involved in the formation of the STR and CRM-potential deposits and develop conceptual models for their formation.
  - Predictive targeting based on GIS exploration tools, of high potential mineral provinces and mining districts.
  - Provide potential CRM resource estimates based on the UNECE classification system in close cooperation with RM 1/WP 5 on UNCF system.
  - Display and distribute the map and description on the Information platform.
  - Highlight mineral resources criticality to high-tech economy and downstream sectors.

This project will collect and act as a source of mineral information data that will support the continuous work going on in the DG-Grow, Raw Materials Supply Group and the Ad Hoc Working Group on Criticality of the EU commission.

## Roadmap of activities

The dissemination and exploitation plan targets relevant partner and stakeholder groups since the earlier project stages, to get them involved in the FRAME project, influence its course by co-generation of knowledge and feedback, and create ownership of the FRAME results. This will ensure that the platform responds to different needs and





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is able to involve and get the participation of potential stakeholders on a global scale. In the later project stages, the diffusion of results comes to the center stage through their exploitation within and beyond the project's duration.

The plan encompasses the three main phases of dissemination:

- 1) In the beginning the focus lies on the presentation of the project itself so that the scope and the aim of the project are well-known within the raw materials community and the public at large (communication and dissemination for awareness - Information).
- 2) In the second phase the emphasis is put on generating participation for establishing a dialogue and for exchanging information and best practices (communication and dissemination for understanding - Involvement).
- 3) The third phase, the final results of the project, will be disseminated through the stakeholders themselves as well as through the central hub of the project (communication and dissemination for action/participation - Engagement).

The plan is divided into two parts: internal dissemination, among the Consortium, and external dissemination, among all relevant stakeholders.

Both, internal as well as external dissemination is of great importance during the lifetime of the FRAME project.



Figure 1. represents the different communication, dissemination and exploitation phases corresponding to the different project periods.



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## Target Audience

FRAME's target audience covers the entire supply chain of raw materials, decision makers, policy makers and the public in general in a Pan European setting. The FRAME project is led by the National Laboratory of Energy and Geology (LNEG) and supported by 18 additional leading organizations (Federal Institute for Geosciences and Natural Resources, Bureau de Recherches Géologiques et Minières, Czech Geological Survey, Geological Survey of Estonia, Geological Survey Sweden, Geological Survey Ireland, Geological Survey of Finland, Geological Survey of Croatia, Greek Institute of Geology and Mineral Exploration, Instituto Geológico y Minero de España, Mining and Geological Survey of Hungary, Geological Survey of Norway, Polish Geological Institute, Royal Belgian Institute of Natural Sciences, State Informational Geological Fund of Ukraine, Institutul Geologic al României, Geološki Zavod Slovenije, Istituto Superiore per la Protezione e la Ricerca Ambientale).

Efficient communication should therefore take into account the characteristics of each partner and target group in order to increase the stakeholders' awareness about the project deliverables and results and provide the participants with accurate and reliable information.

*Table 1 Stakeholders likely to be interested in the projects output, and therefore targeted for communication and dissemination activities.*

Stakeholders	
Regulators & Policy makers	EU Commission and associated organizations
Consultancy	
Data providers	National Geological Surveys, Directorate General for Mining,
Civil Society	
International Agencies	EuroGeoSurveys, European Federation of Geologists, Euromines, United Nations Framework for Classification
Research Centers /Universities/training Centers/ Academia	KIC Raw Materials
Private sector/ Industry	





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Nonprofit organizations	
Investors	
Eu & Global initiatives	i) Europe 2020 strategy, ii) Innovation union & resource efficiency flagship initiatives, iii) A roadmap for moving to a low carbon economy in 2050, iv) Tackling the challenges in commodity markets and raw materials, and v) Commitment towards Green Economy worldwide (OECD, UNEP etc.). Circular Economy, Critical Raw Materials List, Battery Initiative

## Key Messages

The plan aims to use messages, which are tailored to each of the audience groups outlined in previous section (Target Audience).

The effectiveness of any single message is dependent on a variety of issues. From the stakeholder's perspective, two elements are significant:

- the amount and quality of the information that is communicated;
- the overall judgment that each individual makes about the way a message is communicated.

The style of FRAME messages should therefore reflect a balance between the need of information and the benefits delivered by the project. These benefits will be different for each target audience.

The project will tailor messages for each audience group, but all communications issued by any member of the project team should reflect one of the following key messages:

- to contribute to more informed policy formulation;
- to enhanced network between key institutions in EU and worldwide;
- to better understand of global barriers to raw materials trade;

Therefore, simplicity and consistency are essential to ensure that the target audience understands and retains the information. To ensure the maximum impact the basic information will be available in English. The delivery of key messages will be phased





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throughout the duration of the project. The channels through which the messages will be conveyed are outlined in the following Internal and External Communication sections.

## Internal Communication

During the early and the middle stage of the project the communication actions will be mainly focused and addressed to project partners, EU Commission and suitable policy makers from multilateral organizations and national governments.

*Table 2. Key messages during the first stages of the project.*

Early Stage	<ul style="list-style-type: none"> <li>- To provide a solid and common understanding of the current landscape for further development of the expert and stakeholder platform</li> </ul>
Middle Stage	<ul style="list-style-type: none"> <li>- To create the right framework conditions for sustainable supply of raw materials;</li> <li>- To offer substantial support to strengthen the EU's position in the global raw materials arena, contributing to international agreements, and also to assessing impacts, risks and opportunities;</li> <li>- To build a strong-knowledge base in support of adaptation measures and policies.</li> </ul>

## Communication and Dissemination Tools

### Visual identity

Reinforcing FRAME in a sustainable way is one of the core objectives of WP2. Hence, communication activities ensure that the project improves the visibility of FRAME. A visual identity has been developed to contribute to the overall perception of the project and its uniform impression. It includes elements that will represent the project in a distinct and consistent way (logos, colors, fonts, templates, photos, etc.). The corporate identity of FRAME includes also the EU emblem, showing clearly that this is an EU-funded research and innovation programme. In each template the following sentence





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has to be inserted “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement n<sup>o</sup>. 731166”.

Based on the same color palette, fonts and logo, a set of templates have been initially designed by WP2 in collaboration with the GIP-P. The final templates ensure that the visual identity of FRAME is consistent throughout the duration of the project and meets all legal requirements as set out by H2020 guidelines. This set of templates includes:

- A template for project deliverables (reports);
- A template for project PowerPoint presentations;
- A template for the letterhead.

## Leaflets

A FRAME leaflet will present the topic, objectives and activities of the project. This leaflet will initially be available in a digital format and printed in case needed for national and EU events. It will also be distributed online under the form of clear and appealing info-graphics (as .jpg files), that can be much more easily spread through social networks and interested websites.

## Media articles

Should media articles ever be needed during the lifetime of FRAME, these will make reference to all types of written press articles focusing on presenting the project, its activities, its outcomes, etc., that are published on different channels. They may take the form of news, announcements, Facebook and/or LinkedIn posts, press releases, published on the project website, on external websites including partners’ websites, on social networks, etc.

## Project website

The project website ([www.frame.lneg.pt](http://www.frame.lneg.pt)) constitutes a key communication tool in order to increase the project’s visibility and impact, especially towards wider communities and the general public. Online from M1, and constantly updated, the FRAME website will contain all relevant information about the project (project objectives, information, news, event announcements, public reports, summarized results, etc.). It has been carefully designed and set up to address policy makers, the scientific community, and





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the general public, in the most effective way through a user-friendly interface that can be accessed by multiple devices such as PC's and smartphone's.

The website will be available solely in English. The website will be available in a two-tier format. A first tier that is public and a second reserved for internal communication between consortium members. For example, subscription services for the FRAME e-Newsletter will be open to all and (all project activities will be published in the website in order to provide visibility and transparency), while on-going research and preliminary results and exchange of documents will be masked from public view.

Additionally, the website analytics will be used to identify the subject areas of most interest to users.

The dedicated FRAME website will feature a link to the GeoERA site ([www.geoera.eu](http://www.geoera.eu)).

## Contact databases

FRAME has built a database of contacts made through to WP2, (D.2.1) which will be used in order to keep this audience interested in the project and regularly updated on its developments. The databases will be segmented by type facilitating the tailoring and dissemination of messages to each target group.

## Social media

In order to quickly reach wider audiences, and maintain an enduring web presence and awareness of the project, the FRAME project has assessed the available social media channels. The project will use the FRAME website, plus Facebook and LinkedIn, channels which are accessible by all communities, in order to maintain an 'open and social' project and to serve as a platform for formal interaction, collection of information, and communication of the project outputs.

## E-Newsletter

An e-newsletter will be published regularly according to predetermined intervals with the exception of the last two newsletters that will be at the end of the project (See Appendix 1). The aim of the newsletters is to keep informed all stakeholders interested in FRAME. It will be delivered by email and uploaded on the website. All the Consortium partners will be asked to distribute it among its contacts and upload on its communication tools, in order to reach a wide impact.





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## Project Events

The FRAME events will come as a dissemination support to the scientific work packages (WP3 to WP7). They will help in spreading the project outputs to the respective target audiences, facilitate valuable feedback from respective stakeholders, and provide ground for discussion and brainstorming, encouraging the exchange of the information and the best practices. FRAME team has scheduled several events during the lifespan of the project:

- Kick-off meeting has been organized in Brussels to launch the project.
- A mid-term workshop/event will be organized to exchange results, gauge effectiveness and timely delivery of deliverables. The event will be organized in an appropriate format with the purpose to organize an effective dialogue, showcase benefits, learn to address obstacles, create and strengthen.
- Final event will be organized at M36. It will be an internal final event where to present the final results of the project to the EC and interested stakeholders, which will mark the springboard for the future dialogue.

In addition, FRAME will participate in international conferences (where fitting and possible) that is essential for promoting the scope of the project and for encourage new potential stakeholders to be part of the project. To do so, the WPs leaders will in particular in WP3 to WP8 will apply for making presentations, keynote speeches, organize side events and will distribute information materials. The project team has identified a series of conferences and events that can be seen in Appendix 2. The list will be updated during the life of the project.

## Video Conference

Online videoconferencing such as Webex will be the preferential tool for internal communication with the consortium.





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## External Communication

During the third phase the aim is to disseminate the available results of the project to the wider community operating in the field of mineral resources in all over the world. In this context, the project's dissemination messages will reflect its broader societal and economic impact.

The main goal of the external communication is to ensure the exploitation of the project after its end.

### Exploitation plan

Exploitation is intended to facilitate the benefits of the project being applied beyond the project's end date.

### Messages

During the exploitation phase, specific messages will be address to the stakeholders.

Table 3. Key messages during the final stage of the project.

Final Stage	<ul style="list-style-type: none"><li>- To have a common understanding of the vision and strategic position</li><li>- To strengthen the capacity to influence raw materials supply on a global scale.</li><li>- To be competitive in the post-crisis world, promoting entrepreneurship and developing new skills and thus creating new job opportunities in Europe;</li><li>- Help the EU Commission achieve its goals in terms of policy making</li><li>- To promote economic stability in the raw materials supply at a global level</li></ul>
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## Exploitation Tools

### Project website

The project website will be maintained for at least three years following the end of the project in order to increase the project's dissemination and sustained impact. The website will be continuously updated on the basis of the project progress.





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## Leaflets

A revised version of the leaflet will be produced at M30 and will focus on promoting the project's results. It will be shared online and printed only when necessary to be handed out at events.

## E-Newsletter

A special edition of e-newsletter will be produced at M36 with dissemination of the key results.

## Impact of communication and dissemination activities

A series of key performance indicators (KPI) has been defined to measure the impact of the dissemination and communication activities carried out by the project consortium from the project start, these can include the expected results be seen in Table 4:

*Table 4 Key Performance Indicators and expected results.*

Tool	Key Performance indicators (KPI)	Expected Results (M36)
Website	Number of unique visitors	1500 Visitors
Social Media (LinkedIn, Facebook)	Number of Followers	200 followers
Leaflets	Number of Leaflet distributed	1500
Conferences/events	Number of Conferences/events attended	10
E-newsletter	Number of online readers	200

## Roles and Responsibilities

This section defines the roles and responsibilities related to communication activities within the FRAME project.



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All partners will:

- support communication activities;
- assist in the implementation of the FRAME Project Dissemination and exploitation Plan of Activities as defined in this document;
- include the FRAME logo and website address on at least one page of their website;
- ensure communications reflect the FRAME project messages as described in “Key Messages”;
- use the FRAME project mailing list, and specific work package lists, for general communication and to notify other participants of the availability of new dissemination materials and results.;
- include the FRAME project web address and contact details in external communications related to the project;
- use FRAME appropriate templates for relevant project-related communications;
- acknowledge EU funding through communications, as specified in the grant agreement.

WP2 “Dissemination”

The Lead Partner for WP2 will:

- manage the undertaking of all internal and external communication activities;
- act as the central point of contact for all external communication activities;
- delegate particular communications tasks to WP2 participants as required;
- monitor, update and add to the Dissemination and Exploitation Plan.

Work Package Leaders

To convey information on their work packages activities and outcomes, WP leaders will:

- provide regular updates on work package progress at the scheduled project team meetings;
- ensure that all deliverables include an accessible summary section that can be repurposed for communication purposes and similar FRAME activities;
- provide information and content on the work carried out within their work package by producing communications outputs;
- Inform WP2 whenever FRAME is promoted through presentations, keynote speeches and posters in events, conferences and workshops.





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## Appendix 1: WP2 Milestones

FRAME	Year 1												Year 2												Year 3											
	2018						2019						2020						2021																	
	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ	MJ						
<b>DELIVERABLES</b>																																				
DS.1 Communication strategy	●																																			
DS.2 Visual Identity (Logo, Templates, Project etc. etc.)		●																																		
DS.3 Collection of information materials (Leaflet, Website, Media etc. etc.)					●																															
DS.4 Organisation of events:																																				
DS.4.1 Workshop MSB																																				
DS.4.2 Final event - MSB																																				
DS.5 Technical newsletter				●																																
DS.6 Final Newsletter																																				
<b>MILESTONES</b>																																				
MS.1 Report on Communication strategy	●																																			
MS.2 Visual Identity, logo/knowledge		●																																		
MS.3 Digital newsletters delivery to completion				●																																
MS.4 Events documentation																																				
MS.5 Final digital newsletter delivery to completion																																				





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## Appendix 2: List of events

EVENTS 2018					
Name of event	Date of event	Location of event	Description of the event	Website of the event	Who will attend the event (name/surname/organization)
RMW	12/11/2018 to 16/11/2018	Brussels	Raw Materials Week	<a href="http://eurawmaterialsweek.eu/index.html">http://eurawmaterialsweek.eu/index.html</a>	Consortium members
EVENTS 2019					
Name of event	Date of event	Location of event	Description of the event	Website of the event	Who will attend the event (name/surname/organization)
RMW		Brussels	Raw Materials Week		Consortium members





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## EVENTS 2020

Name of event	Date of event	Location of event	Description of the event	Website of the event	Who will attend the event (name/surname/organization)
RMW		Brussels	Raw Materials Week		Consortium members

## EVENTS 2021

Name of event	Date of event	Location of event	Description of the event	Website of the event	Who will attend the event (name/surname/organization)
RMW		Brussels	Raw Materials Week		Consortium members

