

Call: RFCS-2023

Project: 101157379

# MiDSafe

Advancing Post-Mining Waste Dump Safety and Sustainability

## Deliverable 1.2

### Communication and dissemination plan

Public



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## PROJECT SUMMARY

The MiDSafe project, funded under the Research Fund for Coal and Steel (RFCS) is aimed at post-mining waste dumps, which represent a highly intricate category of earth structures. These structures exhibit complex geotechnical attributes exhibiting substantial variations in their physical, mechanical, and strength properties, occasionally leading to critical failures. The MiDSafe project focuses on enhancing safety and promoting sustainability in managing coal and lignite mine waste dumps. It involves a multifaceted investigation of geotechnical and environmental hazards associated with mine dumps, analysing them and proposing innovative mitigation measures. A core mission of MiDSafe includes establishing a comprehensive European Coal & Lignite Mine Waste Dumps Database, i.e. an extensive geotechnical database with added value, encompassing dumps from lignite and hard coal mines. This database will support risk assessment and the development of a practical monitoring system. Additionally, MiDSafe seeks to pioneer innovative materials to mitigate specific risks, evaluate options for repurposing waste dumps and design an advanced monitoring system for continuous data collection. This system will utilize and assist innovative methodologies such as fuzzy inference systems and 3D numerical modeling for assessing slope stability. As part of its scope, MiDSafe will develop a rigorous risk assessment methodology to identify potential risks impacting mine dumps. A comprehensive dump management strategy will also be formulated, along with the exploration of geotechnical aspects related to common revitalization methods. Notably, the MiDSafe project aims to minimize risks in post-mining waste dump management by introducing innovative materials like geopolymers and zeolites, advancing safety, and enhancing sustainability.

To ensure the delivery of high-quality results, 11 partners from 5 European countries will collaborate and contribute their expertise:

1. POLTEGOR-INSTYTUT” INSTYTUT GÓRNICITWA ODKRYWKOWEGO (Poland) – Coordinator
2. NATIONAL TECHNICAL UNIVERSITY OF ATHENS (Greece)
3. CENTRAL MINING INSTITUTE - NATIONAL RESEARCH INSTITUTE (Poland)
4. LIGNITE MINES ACHLADAS S.A (Greece)
5. WROCLAW UNIVERSITY OF SCIENCE AND TECHNOLOGY (Poland)
6. TECHNICAL UNIVERSITY OF CRETE (Greece)
7. SOCIETATEA COMPLEXUL ENERGETIC OLTENIA SA (Romania)
8. SYSTRA SUBTERRA INGENIERIA S.L.U. (Spain)
9. UNIVERSITATEA 1 DECEMBRIE 1918 (Romania)
10. UNIVERSITATEA DIN PETROSANI (Romania)
11. VUHU A.S. (Czech Republic)

The research and development actions will be complemented by communication and dissemination activities aimed at building awareness, enhancing knowledge, and shaping attitudes among target audiences. These efforts are expected to foster acceptance of the project's results and facilitate their subsequent implementation and adoption.

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## INTRODUCTION

The Communication and Dissemination Plan for MiDSafe (CDP) facilitates the coordination and synchronization of dissemination and communication activities to ensure optimal awareness of the project's activities and outcomes.

The CDP outlines the communication channels and tools tailored to the needs and capacities of diverse stakeholder and user groups. It also ensures that dissemination activities are highly targeted in both content and methodology to maximize their impact. Furthermore, this CDP establishes guidelines for effective internal communication among partners to support the successful execution of the project.

The communication and dissemination activities of MiDSafe will enhance the visibility of the project and its results among target audiences, creating connections with public authorities, the scientific community, and the European Union. The CDP steers the project's public-facing activities to ensure that consistent messages are delivered to different target groups.

The CDP for the MiDSafe project will be updated in alignment with the project's progress. This ensures it reaches the widest possible audience, provides a framework for knowledge transfer between regions, and addresses any errors in communication or dissemination activities that may arise.

In the project, communication and dissemination **are** subjects of WP1.

## APPLICABLE OBLIGATIONS STATED IN THE GRANT AGREEMENT

In the SECTION 2 RULES FOR CARRYING OUT THE ACTION of the Grant Agreement, ARTICLE 17 - COMMUNICATION, DISSEMINATION AND VISIBILITY the following requirements are set out:

- the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public),
- communication and dissemination actions have to be carried out:
  - in accordance with declarations in DESCRIPTION OF THE ACTION (PART B)
  - in a strategic, coherent and effective manner.
- In the communication and dissemination activities:
  - European flag/emblem and funding statement must be visible; the emblem must remain distinct and separate; cannot be modified; when displayed in association with other logos, it must be displayed at least as prominently and visible as the other logos
  - Factually accurate information must be used
  - Mandatory disclaimer must be indicated: *Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.*
  - Translation of the funding statement and disclaimer into local language is not mandatory; it should be done where appropriate.

In the ANNEX 5 SPECIFIC RULES of the Grant Agreement the following requirements are set out:



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- the beneficiaries must disseminate their results, as soon as this is possible, in a publicly available format
  - presenting the project on the beneficiaries’ websites or social media accounts is a mandatory communication activity

## COMMUNICATION AND DISSEMINATION AIM

The Communication and Dissemination Plan is a framework to maximize outreach, foster knowledge exchange, and address potential challenges in communication and dissemination. It outlines strategies and incorporates feedback received thus far, presenting key elements such as:

- Dissemination Objectives: Defining the mission and vision.
- Content of Dissemination: Specifying what will be shared.
- Target Audiences: Identifying who will receive the information.
- Methods of Dissemination: Explaining how the information will be communicated.
- Planning and Execution Guidelines: Establishing rules for organizing and implementing dissemination efforts.

This plan ensures that information about MiDSafe’s objectives and outcomes is shared effectively with relevant stakeholders and promotes the practical application of project results within the industry.

Communication efforts aim to raise public awareness of the project and its achievements through accessible and engaging means. These activities enhance visibility not only for MiDSafe but also for the Consortium and the broader research agenda. The goal of communication is to build public understanding, encourage uptake of the project’s results, and increase the likelihood of a lasting impact. Furthermore, effective communication strengthens project management by ensuring transparency and alignment among partners.

Dissemination activities, on the other hand, focus on making MiDSafe’s outcomes accessible to key groups such as the scientific community, policymakers, and industry stakeholders. By targeting specific audiences—researchers, industry leaders, investors, stakeholders, and potential users—dissemination promotes scientific reuse of findings and fosters long-term scientific and commercial benefits. The primary goal of these activities is to raise awareness of MiDSafe’s concept, objectives, and key outcomes among diverse groups while collecting valuable feedback from stakeholders.

Dissemination will also extend to broader audiences beyond the project’s immediate community, including media and the general public, in a manner that is clear and comprehensible to non-specialists. These activities should highlight the project’s goals, key results, and public policy implications, emphasizing:

- Contributions to competitiveness and addressing societal challenges.
- Impacts on daily life, such as job creation, technological advancements and improved convenience or lifestyles.
- The potential exploitation of results by policymakers, industries, and other relevant sectors.

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Through these coordinated communication and dissemination efforts, MiDSafe seeks to amplify its reach, maximize its impact, and ensure the sustainability of its innovations.

## INTERNAL COMMUNICATION

The internal communication strategy for the MiDSafe project is designed to streamline the flow of information within the Consortium, ensuring effective and transparent project management. It facilitates efficient communication among project partners through regular email exchanges, calls, and meetings. The successful management and execution of the project rely on a well-organized communication framework between the project Coordinator and Partners, as well as among the Partners themselves. Keeping all members informed about shared actions, administrative and financial responsibilities, and monitoring and evaluation activities will help address challenges that may arise during project implementation and support the achievement of the project's objectives.

To ensure the efficient management of the MiDSafe project, a Steering Committee will be established, comprising representatives from the Consortium's member organizations. This Committee will oversee the progress of project activities, coordinate efforts to achieve the project's strategic goals, and assess potential risks while developing mitigation strategies. Each work package is led by a designated Lead Beneficiary, responsible for its execution and alignment with the overall project objectives.

The Steering Committee members will provide substantive oversight of the MiDSafe project's implementation between regular meetings, which will be held at least every six months. Team members will maintain ongoing communication through working meetings to ensure collaboration and alignment.

Research teams will be tasked with executing activities in line with the project plan to achieve the intended results and indicators. Their responsibilities include analysing and archiving collected data and reporting research progress to the Coordinator. Any challenges encountered during the execution of operational or research activities will be addressed through monitoring during working meetings with project Partners.

Maintaining consistent oversight of the project's milestones and deliverables is a critical aspect of the tasks performed. This proactive approach ensures that the project remains on track and achieves its goals efficiently.

## EXTERNAL COMMUNICATION AND DISSEMINATION

The primary goal of the communication strategy is to enhance the impact and transferability of the MiDSafe project by effectively disseminating its results, engaging target audiences, and ensuring the project's visibility is consistently maintained. To achieve this, project Partners will leverage synergies and ensure seamless coordination across activities planned at various levels. This approach will facilitate the dissemination of project outcomes and activities to target groups and stakeholders, including public authorities, industry representatives, scientific communities, and the European Union.

Strategic communication plays a vital role in increasing awareness of EU political priorities while showcasing the EU's positive contributions to improving people's lives. By doing so, the strategy ensures the MiDSafe project aligns with broader objectives and achieves meaningful engagement with its audiences.



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The Steering Committee will combine specific dissemination and communication approaches and methods according with the target groups and the goals (spreading information widely versus exchanging ideas and interaction). The two components should complement each other for well penetration to the selected target groups.

### TARGET GROUPS

The project’s target audiences include the following groups:

- **Scientific Community:** This includes individuals and institutions in higher education and research, such as universities, research institutes, academic staff, scientists, researchers, and students, depending on the specific unit or focus area.
- **Industry:** Businesses connected to coal mining, companies involved in the closure of coal mines, organizations specializing in rehabilitation, remediation, and reclamation technologies, as well as local entrepreneurs.
- **Policy Stakeholders:** Decision-makers, regulators, and planners operating at the EU, national, and local levels.
- **Local Communities and Citizens:** Members of communities directly or indirectly affected by the project.
- **General Public:** Broader audiences interested in the project’s outcomes and societal benefits.

### MESSAGE TRANSFERRED

The target audience should be informed about the objectives and outcomes of the MiDSafe project in a way that highlights its importance, value, and anticipated impact. The key messages include:

- MiDSafe solutions align with European “Just Transition” policies, supporting sustainable and equitable change.
- The project adopts an environmentally friendly approach to address challenges associated with degraded areas, specifically post-mining dumps.
- MiDSafe provides comprehensive solutions for the development and sustainability of post-mining dumps.
- The project offers significant benefits to residents and communities in post-mining regions.
- MiDSafe advances knowledge in dumps’ safety and sustainability.
- Transforming post-mining lands into revitalized areas is both achievable and worthwhile.
- Local communities have the capability to turn post-mining lands into sustainable areas.
- Customizing reclamation processes to the specific conditions of each location is essential for achieving optimal results.
- The research findings from the MiDSafe project make a valuable contribution to the field of post mine areas development.

The communication messages must be tailored to the specific needs and interests of each target audience to effectively capture their attention and gain their support.

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## PROJECT VISIBILITY

The logo of the project will be discussed at the next meeting of the Steering Committee and decided during the first six months of 2025.

## COMMUNICATION CHANNELS

Communication, dissemination, and exploitation efforts will be carried out throughout and after the implementation of the MiDSafe project to showcase its results to a broader public audience. These activities will be integrated into the core tasks of the project, rather than being treated as separate endeavours. All project partners will actively participate in these efforts at every stage and in all aspects of the project.

The awareness of the MiDSafe project will be raised from the outset, ensuring early visibility. In the initial stages, key communication and dissemination tools include the MiDSafe project website, social media platforms, and concise presentations at scientific conferences, seminars, and workshops. The most significant dissemination activities will occur in the second and third years of the project, when the results and potential impacts of MiDSafe will be shared with industry stakeholders and the scientific community.

The strategy will leverage a wide range of information channels, including mass media, direct mailings, print and digital media, telephone outreach, and face-to-face interactions to ensure broad and effective communication.

## WEBSITE

The website- as main electronic media, will be pivotal in the communication and dissemination of the project. The Project Leader will create a MiDSafe project website to provide detailed information about all project activities. Initial website is located under the link: <https://www.igo.wroc.pl/en/projekty-2/projekty-unijne/projects-funded-under-the-research-fund-for-coal-and-steel/midsafe-en>.

Target website platform will include an overview of the project's scope, concept, structure, timeline, Consortium Partners, as well as updates on project progress, actions, and the results of the research conducted. It will also feature events and news related to the project. Scientific publications, conference materials, publishable reports and reviews, annual newsletters, and the deliverables accomplished within the MiDSafe project will be made available on the website.

## SOCIAL NETWORKS

The general communication and dissemination strategy for the MiDSafe project will leverage the diverse networking channels of the Partners, especially as interactive campaigns in events or results promotions, encompassing social media platforms such as Facebook and LinkedIn in addition to the Partners' individual websites. The specific media will be decided during the next Steering Committee meeting. These communication efforts will be tailored to reach a broad range of audiences, with a focus on generating public and investor interest. By engaging with various stakeholders, the project aims to enhance the visibility and understanding of its core concepts and long-term perspectives.

The dissemination activities will be designed to produce different outcomes, including raising awareness about the project's objectives and fostering a broader recognition of its potential impact. The

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communication strategy will not only focus on promoting the project's findings but will also highlight the innovations and breakthroughs achieved throughout the project's lifecycle. It will include continuous updates on the project's assumptions, progress, and goals, ensuring stakeholders are kept informed about the latest developments, achievements, and upcoming milestones.

Furthermore, news, events, and notable activities related to the MiDSafe project's implementation will be shared across the communication channels. This will allow the project to remain dynamic and visible, engaging a variety of audiences, including the general public, policy makers, academic communities, and industry professionals. Special attention will be given to fostering partnerships and collaborations, emphasizing the project's significance and encouraging further investment and support for its continued progress. The ultimate aim is to maximize the project's reach and impact, contributing to the wider discourse on its innovative approach and solutions.

### PRINT MEDIA

Project Partners are obliged to publish research papers in both national and international scientific and technical journals. Additionally, the dissemination of the project's outcomes will be supported through the presentation of posters at scientific conferences and seminars. Conference materials, along with informational leaflets, will also be utilized to further share key findings and updates from the project. These activities will ensure that the results of the MiDSafe project are widely accessible to the scientific community and other relevant stakeholders, enhancing the project's visibility and impact.

In addition to scientific publications, the MiDSafe project will also focus on disseminating its results through non-scientific media channels to reach a broader audience. This will include the publication of articles and reports in industry magazines, trade journals, and mainstream media outlets that cater to the general public, policy makers, investors, and other key stakeholders outside the academic community. These publications will be aimed at raising awareness of the project's innovations and achievements, as well as highlighting its potential societal and economic impacts.

The Partners will work on crafting accessible, engaging content that conveys the project's objectives, progress, and outcomes in a clear and compelling way. These materials will focus on translating complex scientific results into understandable insights, making the project's goals and benefits more relatable to a wider audience.

In addition to articles, press releases, interviews, and opinion pieces will be utilized to further promote the MiDSafe project in non-scientific contexts. These communications will be distributed through various media outlets, including newspapers, online news portals, ensuring that the project's advancements are communicated effectively to those with a vested interest in its success, such as investors, policymakers, and the general public.

The goal is to not only inform but also to generate interest and enthusiasm about the project's potential, fostering collaboration, attracting investment, and encouraging public support for its outcomes. By using a variety of non-scientific media, the MiDSafe project aims to broaden its reach and ensure that its results are impactful across multiple sectors and audiences.

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## WORKSHOPS AND CONFERENCES

Project Partners will actively present the results of the MiDSafe project at both national and international scientific and technical conferences. These presentations will include oral talks and poster sessions, with a minimum of four such presentations planned throughout the project's duration. These events will serve as key platforms to showcase the project's advancements to the scientific and technical communities.

Furthermore, the MiDSafe project will host a final international conference, which will be organized as a standalone event or will be shared with other RFCS projects. This conference will provide a comprehensive overview of all the project's results and achievements, offering a platform for detailed discussions and knowledge sharing. The seminar materials will be made publicly available on the MiDSafe project website for further dissemination.

The final international conference will be open to a wide range of stakeholders, including scientists, policymakers, and representatives from European, national, regional, and local authorities. It will specifically target individuals and organizations with an interest in mine waste dumps recultivation and related environmental issues, fostering collaboration, awareness, and further engagement with the project's outcomes. This event will play a crucial role in maximizing the project's visibility and ensuring its results reach those who can leverage them for future development and policy implementation.