



MinLand: Mineral resources in sustainable land-use planning

A H2020 ProjectH2020 Grant Agreement: GA 776679

DELIVERABLE 8.2 Collection of Information Materials

WP8 Dissemination

Project:	Mineral Resources in Sustainable Land-Use Planning
Acronym:	MINLAND
Grant Agreement:	776679
Funding Scheme:	Horizon 2020
Webpage:	www.minland.eu
Work Package:	Work Package 8
Work Package Leader:	EuroGeoSurveys
Deliverable Title:	Collection of Information Materials
Deliverable Number:	8.2
Deliverable Leader:	EuroGeoSurveys
Involved beneficiaries:	EFG, NTUA, SGU, WU, MEERI, HSGME
Dissemination level:	PU
Version:	Final
Status:	
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Purpose

This document presents the Collection of Information Materials for the MINLAND project. It serves as guidelines for communication and exploitation activities. The deliverable defines the actions and implementation measures envisioned to efficiently communicate project objectives and activities and disseminate project outputs in order to ensure the best exploitation of its results. It also ensures to have maximum visibility of the project.

The implementation of actions described in this document aimed to optimise stakeholder engagement, build trust in the project from stakeholders, and emphasize the potential benefits that MINLAND 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 8 (WP8). Amendments, comments and suggestions should be sent to the WP8 work package leader: Krishnan Subramani Ramakrishnan: krishnan.subramani@eurogeosurveys.org.



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Executive Summary

The present document is a deliverable of the Mineral Resources in Sustainable Land-Use Planning (MINLAND) project, which is funded by the European Union's Horizon 2020 Programme under Grant Agreement 776679.

The document presents the project's collection of Information Materials and dissemination of project results, defining the actions and implementation measures envisioned to efficiently communicate project objectives and activities and disseminate project outputs in order to ensure the best exploitation of its results, as part of Work Package 8 – “Communication, Dissemination and Exploitation”.

The MINLAND 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 WP7, to whom these messages are directed, and the channels identified for their delivery.

The project will run for 24 months from 1st December 2017, and communication activities are planned throughout this period.

This Project's Communication Strategy sets out communication activities designed to ensure that all relevant and interested stakeholders are involved and/or reached, and properly, correctly and regularly kept informed and updated. In this regard, WP8 will:

- Create awareness about the MINLAND project and encourage involvement;
- Create and maintain a vivid interest ensuring participation and contribution of key players;
- Support all planned events 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;

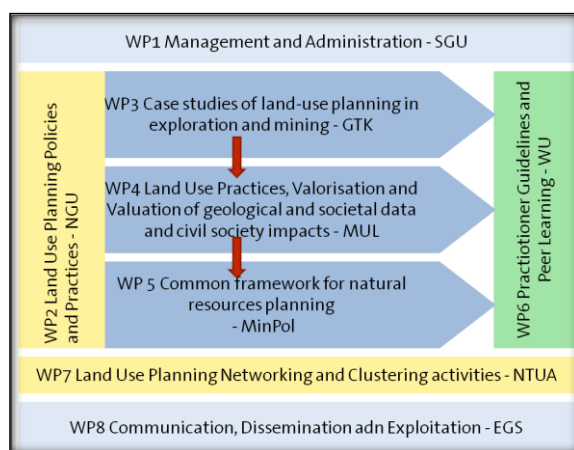


Figure 1. Depicting project workflow and work packages interlinks



Introduction

The MINLAND project has been designed to meet the challenges of competing for land use for many different needs. Therefore, securing access to land for exploration and extraction of minerals, including critical raw materials in an integrated optimized process is of great importance.

It was recognized by the EU the importance to safeguard the supply of metallic and other mineral raw materials for the European needs by the European Commission in the Raw Materials Initiative. Reasons are that mineral raw materials are instrumental in the development of new green technology, batteries for electric cars, development of cities and access to metals for the European Industry. A consequence of the formed strategy was the launch of the H2020 SC5 call which resulted in the MINLAND consortium winning the project.

The MINLAND project will pursue four main objectives: to produce a database of existing policies, to provide guidelines on how to link land use and mineral policies, to analyze land use case studies of mineral exploration and extraction with respect to mineral- and land-use policies. The aim is to support a more efficient and sustainable permitting process by providing best practice examples and to ensure knowledge exchange among relevant stakeholders.

The MINLAND consortium, coordinated by the Geological Survey of Sweden builds upon participation from all over Europe. The consortium consists of partners and third parties covering such expertise as geological land use information (EuroGeoSurveys – geological surveys umbrella organization), mining authorities, land-use authorities, industry and academy. It is further supported by a broad stakeholder group covering municipal and regional level land use authorities to Euromines, World Wildlife Fund, PDAC, UEPG, and land use experts.

However, to be fully successful and ensure the widest possible outreach of the project results, the support of all the Consortium Partners is needed.

Collection of information materials

The MINLAND project outcomes were presented in an understandable way for non-scientific audiences, in order to facilitate their adoption as a tool for policymakers and interested parties.

A range of communication materials was produced (i.e. brochures, postcards, newsletters, press release, articles, poster, website and social media) with the support of the other Work Packages.

To maximize the outreach of the project, dissemination on digital channels was a priority of the MINLAND Project. The outreach was boosted by the website and social media (i.e. Twitter, LinkedIn, Facebook, YouTube and Flickr). These channels propelled by synergies with partners to maximise the dissemination of information. A *hub & spoke* model was used to integrate different web platforms in one hub, this was the project website. The contents were then easily shared, messages better managed, and dialogues were stimulated in social media, thereby making dissemination more efficient.



Brochure

The first MINLAND brochure was created to present the topic, objectives and activities of the MINLAND project. The details about this brochure are given in the Deliverable D.8.1. The first MINLAND brochure was created to present the topic, objectives and activities of the MINLAND project.

The brochure was distributed at several conferences, including:

PDAC - Prospectors & Developers Association of Canada Convention in Vancouver,

EGU - European Geosciences Union General Assembly in Vienna,

RFG - Resources for Future Generations, Premiere Conference on Energy, Minerals, Water, Earth in Vienna



Figure 2. The first MINLAND brochure.



The second MINLAND brochure was produced at the M18 of the project to promote and disseminate the project's results. The main objective of this brochure was to present the main outcomes and achievements of the project. The key aim of the brochure was reaching stakeholders and presenting the project at conferences. 100 copies of the brochure were printed and were also handed out at each event MINLAND that partners participated in. The brochure was also shared online.



Figure 3. The second MINLAND brochure



Postcard

The postcard was developed to give immediate information about the objectives of the project, before producing the official project brochure. The postcard is on the MINLAND intranet in pdf format available for download.



Figure 4. First postcard produced for the MINLAND project.

Newsletters

Newsletters have been proven as an efficient communication tool for public communication and exchange of information. This is both an offline and online dissemination tool, as it is printed and brought to meetings and conferences, and is available as a digital version which is sent by email to stakeholders. There were four newsletters published for the MINLAND project.

The main objective of the newsletter is to develop a closer connection between the stakeholders and the project. The first issue of the newsletter was devoted to the presentation of the project, including the interview with the project coordinator and presentation of the project case studies (Figure 3). The newsletter was distributed to the partners and their stakeholders, it was promoted on social media and is available on the project website.

The four issues were a follow up from the workshops for stakeholders, where the main outcomes of the workshops were presented and stakeholders that attended the workshops were interviewed (Table 1).

The last edition of the e-newsletter was produced in month 24 with the list of recommendations collected during the project. Several interviews with the Advisory Board and broader stakeholders are also included to provide their perspectives.



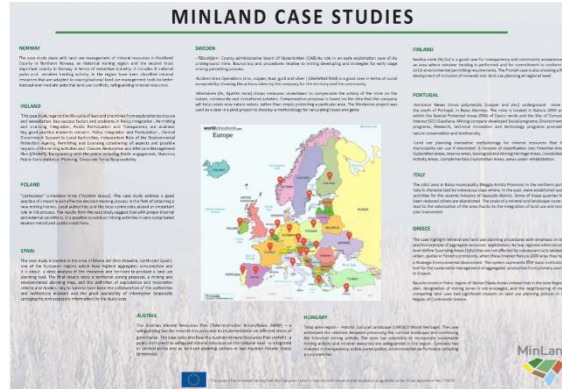


Figure 5. The first issue of the MINLAND newsletter



Figure 6. The second issue of the MINLAND newsletter



Figure 7. The third issue of the MINLAND newsletter





Figure 8. The fourth issue of the MINLAND newsletter

MINLAND Newsletter					
Issue	Topic	Audience	Purpose	Due date	action plan
No 1	Interview with Coordinator, presentation of WP leaders, case studies	Project partners, AB, stakeholders	stakeholders engagement	Nov/Dec 2018	*collect info from WP leaders
No 2	Interview with stakeholders and AB members, follow up of WS in Brussels, 26th Nov 2018	Project partners, AB, stakeholders	stakeholders engagement	Feb/March 2019	*contact stakeholders in Brussels on 26th Nov * contact AB members Jan 2019 * contact WS leader Jan 2019
No 3	Interview with stakeholders and AB members, follow up of WS in Vienna, January 2019	Project partners, AB, stakeholders	stakeholders engagement	May/June 2019	*contact stakeholders in Vienna on Jan 2019 * contact AB members March 2019 * contact WS leader March 2019
No 4	List of recommendations collected during the project	Project partners, AB, stakeholders	present final accomplishments	Sept/Oct 2019	* contact WP leaders Sept 2019

Table 1: Timeline of the production of the MINLAND newsletter

Press release

A press release titled “MINLAND Project, to secure the access to land for exploration and extraction of minerals” written by the project coordinator in cooperation with the communication team was published during the first year of the MINLAND project. The press release was distributed to the media contacts and among the Consortium at the occasion of the launch of MINLAND which was then distributed to their stakeholders, with the aim to ensure the maximum dissemination.

During the second year of the project, a press release was written titled “[MINLAND final meeting](#)” and was published on different channels and website.

Articles

Articles are published on the MINLAND website and are shared on the social media channels. Through further supports, the articles were disseminated to the WP press contacts/press officers’ network, as well as EuroGeoSurveys members’ press officers.

So far, twenty-three articles have been published. These articles were published from M4-M24.

The titles of the published articles are as follows,

- 1) Mineral Resources in Sustainable Land-Use Planning
- 2) Check out the brochure of MINLAND Project
- 3) Minerals entering land use plans: Case studies from all around Europe



- 4) Assessing the quality and status of collected data and case studies: Work package leaders of WP2, WP3, WP4, WP5 and WP8 meeting
- 5) Open call for E-Delphi survey: Future stakeholder needs and interests in mineral safeguarding and land use
- 6) MINLAND Workshop in Poland – Mining activity in complicated environmental and spatial conditions (on the example of Czatkowice Limestone Mine)
- 7) MINLAND Newsletter #1
- 8) MINLAND Workshop: The opportunity to integrate mineral Resources in Land-Use Planning in Portugal
- 9) Are you eager to learn more about how the EU countries are implementing the sustainable use of natural resources?
- 10) MINLAND Project at the Future Mine and Mineral 2019
- 11) Video on the daily use of mineral raw materials in everyday life – MIRO Medien
- 12) MINLAND Newsletter #2
- 13) MINLAND at UNECE Expert Group on Resource Management in Geneva
- 14) MINLAND consortium meeting
- 15) MINLAND Brochure #2
- 16) MINLAND Network Workshop, Brussels September 17, 2019 – Interested?
- 17) MINLAND Newsletter #3
- 18) MINLAND Network Meeting
- 19) Open call for papers: spatial and regional planning in the context of sustainable management and minerals resources
- 20) Official MINLAND Project video
- 21) Challenging access to mineral land – MINLAND Final Conference and Clustering Event
- 22) MINLAND Final Meeting
- 23) Report on MINLAND final conference

Poster

The poster is one of the standard dissemination tools used for conferences. During the first year of the project, a poster was created for the purpose of participating at the SCRREEN event at the Raw Materials Week in November 2018 and 2019 in Brussels.





Figure 9. MINLAND poster presented during the Raw Materials Week

Project website

The project website (www.minland.eu) constitutes a key communication tool in order to increase project visibility and impact, especially towards wider communities and the general public. Online from M3, and constantly updated, the MINLAND website contains all relevant information about the project (project objectives, information, deliverables, factsheets, database, good practice guidelines, news, event announcements, public reports, etc.). It has been carefully designed and set up to address policymakers, the scientific community, and the general public, in the most effective way through a user-friendly interface. The website's main language is English. All projects activities are published on the website in order to provide visibility and transparency (Figure 9).

The website was the main entry point to the project activities. The MINLAND website was designed to be flexible and innovative which would:

- deliver clear and visual messages
- is receptive and compatible with all user applications
- enable the internal work of various users
- support all project partners in their communication
- boost public engagement with the project
- comply with EC guidelines
- ensure continuity for future reference

Factsheets on the case studies:

The factsheets were produced to present the most relevant information of each case study in a visually attractive way. The factsheets that were produced in January 2019 are available on



the MINLAND website (<http://minland.eu/fact-sheets/>) and have been printed for dissemination in meetings and events.

Each factsheet presents key information on the case study: the scale of the case (local, regional, national), the type of activity (open-pit or underground mining), the mineral resources (aggregates, metals, Critical Raw Materials or industrial minerals) and a summary of the case. The design includes visual information that helps to identify at a glance the key aspects of the case: flag of the country, location of the mine in the map of Europe, the logo of the partners who provided the information, etc.



Figure 10. MINLAND factsheets on the case studies

Design for Good Practice Guidance for Practitioners booklet:

The MINLAND Manual for Good Practice Guidance for Practitioners is one of the main achievements of the project. In order to exploit it, the layout for the Final Manual booklet is being produced. The booklet will present the MINLAND Guidelines in a visually attractive and user-friendly way and it will be uploaded to the MINLAND website once it is finalised.

The 14 Good Practice Templates (GPTs) on the case studies will be an important annex of the Final Manual. The design of the final layout for the GPTs was finalised in November 2019. The GPTs have been uploaded to the MinLand website: <https://minland.eu/project-results/>



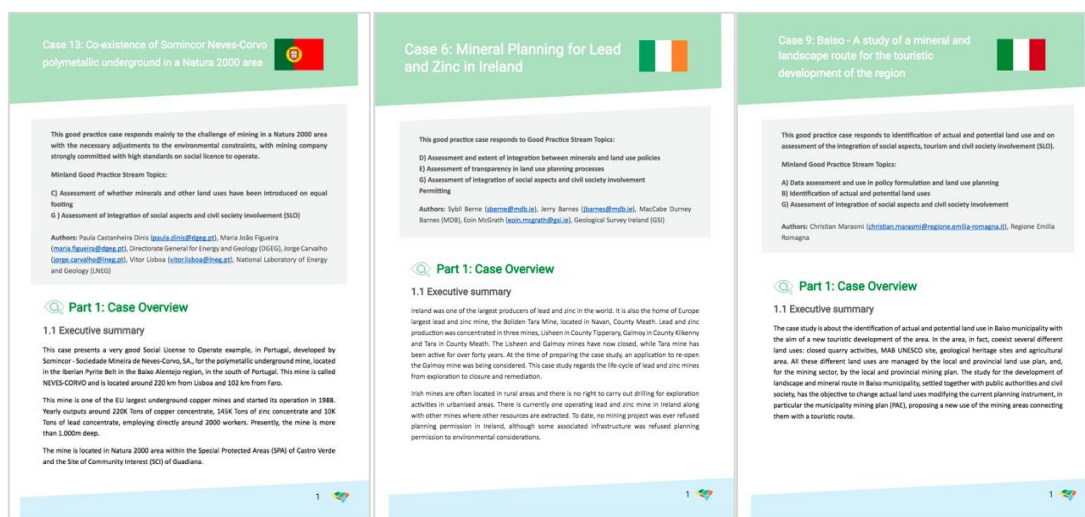


Figure 11. Design of the GPTs for the MinLand Final Manual.

Database:

The MINLAND database section was designed to disseminate the links of each countries key national and regional policies/ legislation. The database is up to date and is available to the public in the following link: <https://minland.eu/database/>

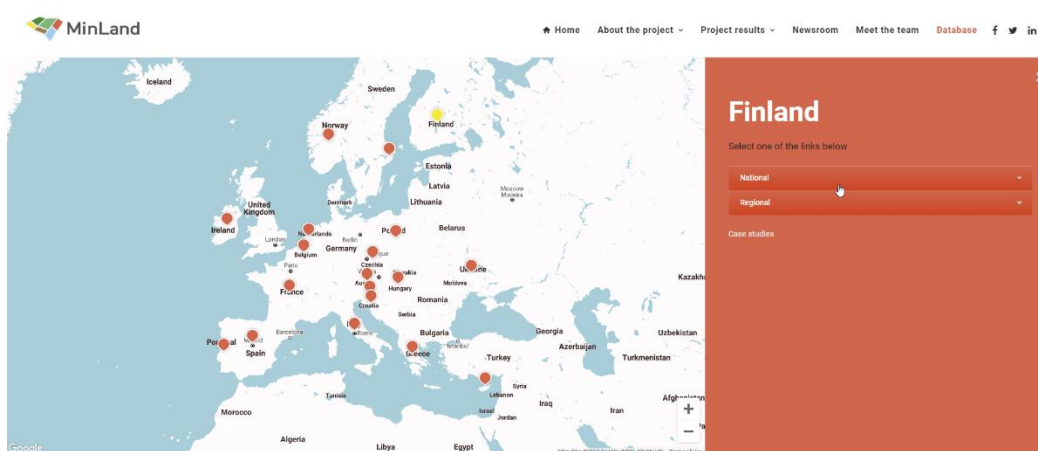


Figure 12. Design of the MINLAND database sections

Website analytics are used to identify the audience interests and subject areas of most interest to users. Figure 10 shows that there are around 8247 pageviews and with a bounce rate of 49.76%. The figure also describes that 84.6% of the audience to the MINLAND website are new visitors. It also represents that the average session duration is around 2 minutes and 59 seconds.



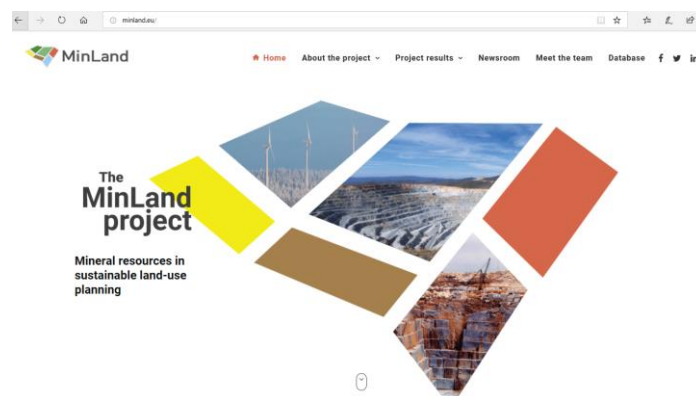


Figure 13. MINLAND project website

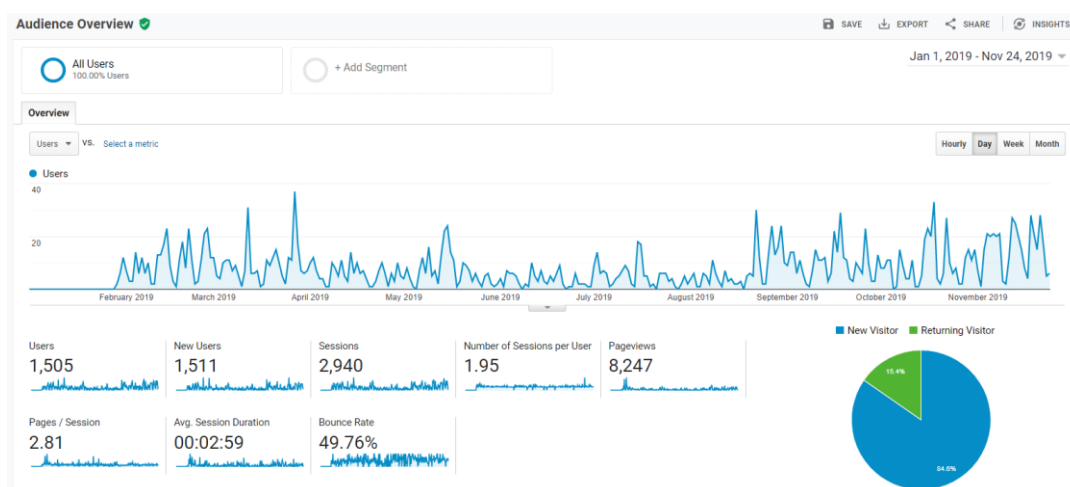


Figure 14. Website analytics – audience overview of the MINLAND project website

Social Media

In order to reach wider audiences and maintain an enduring web presence and awareness of the project, the MINLAND project has assessed the available social media channels. The project mainly uses the MINLAND website, as well as a Twitter (@MINLAND_project) feed and a #minlandproject hashtag to publish activities, encouraging debates and participation, as these are channels which are accessible by all communities. The management of the twitter account is undertaken by WP8. This online tool is used to monitor interest outside the immediate partner organisations and involved stakeholders, by reviewing followers and use of the #minlandproject hashtag. The MINLAND Project activities have also been advertised through Facebook and LinkedIn in order to maintain an 'open and social' project and to serve as a platform for formal discussions, interaction, collection of information, and communication of the project outputs, to experts. MINLAND is also present in the video platform (YouTube) and photo-sharing platform (Flickr).



LinkedIn

On the MINLAND project LinkedIn page a total of 70 posts were published. The LinkedIn account has around 1067 followers. Further, the page on an average receives 500+ views for each post. Similarly for the two coordinator organisations representatives, SGU, with tens of posts each and often with about 1000 hits per post the information was widely spread.

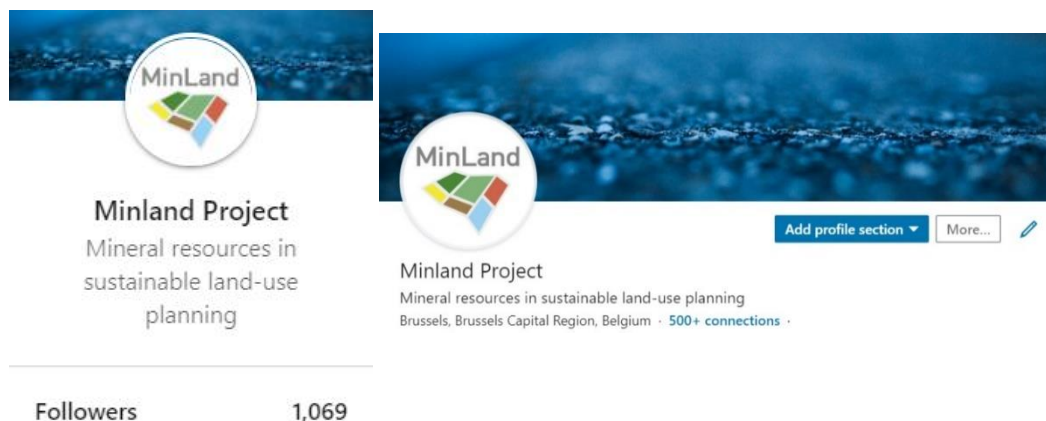


Figure 15. MINLAND project LinkedIn account

Twitter

Beginning of 2018: During the kick-off stage of the project, there were around 15 followers and a total of 10 likes.

Beginning of 2019: The MINLAND Twitter account had 163 followers. The tweets at the end of 2018 (from end October to end of November) earned 4.3K impressions over a 28-day period.

End of 2019: The MINLAND Twitter account currently has 272 followers. 118 tweets have been tweeted so far and the tweets at the end of 2019 (from 1st September to 25th November) earned 54.8K impressions over an 86-day period.



Your Tweets earned **54.8K impressions** over this **86 day** period

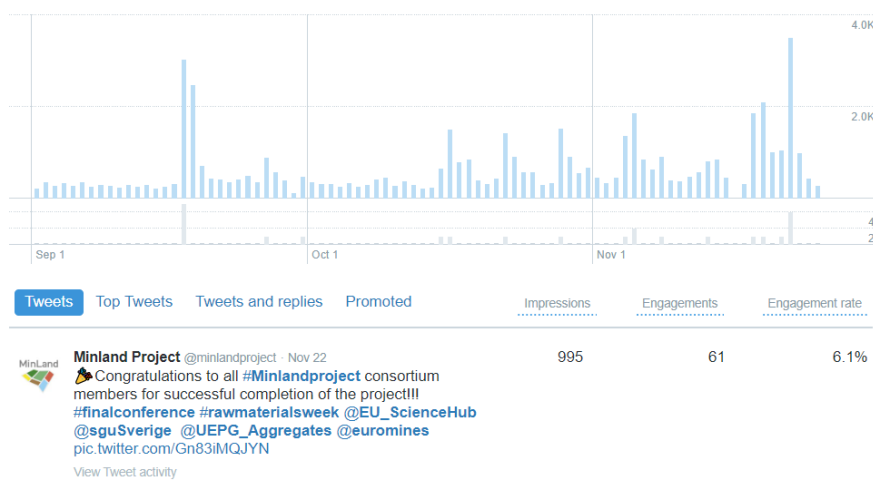


Figure 16. Statistical analysis of the visits of MINLAND project Twitter account

Facebook

The MINLAND Facebook page consists of 121 likes and 130 followers. The key elements of the project, events, objectives, results are posted on this page. For the post of MINLAND Project Final Conference, it had a reach of 1547 and an engagement rate of 110 (Number of clicks on the post).

The MINLAND final conference and clustering event session was live-streamed through Facebook. The video was later shared on other MINLAND social media platforms as well as by other organisations.

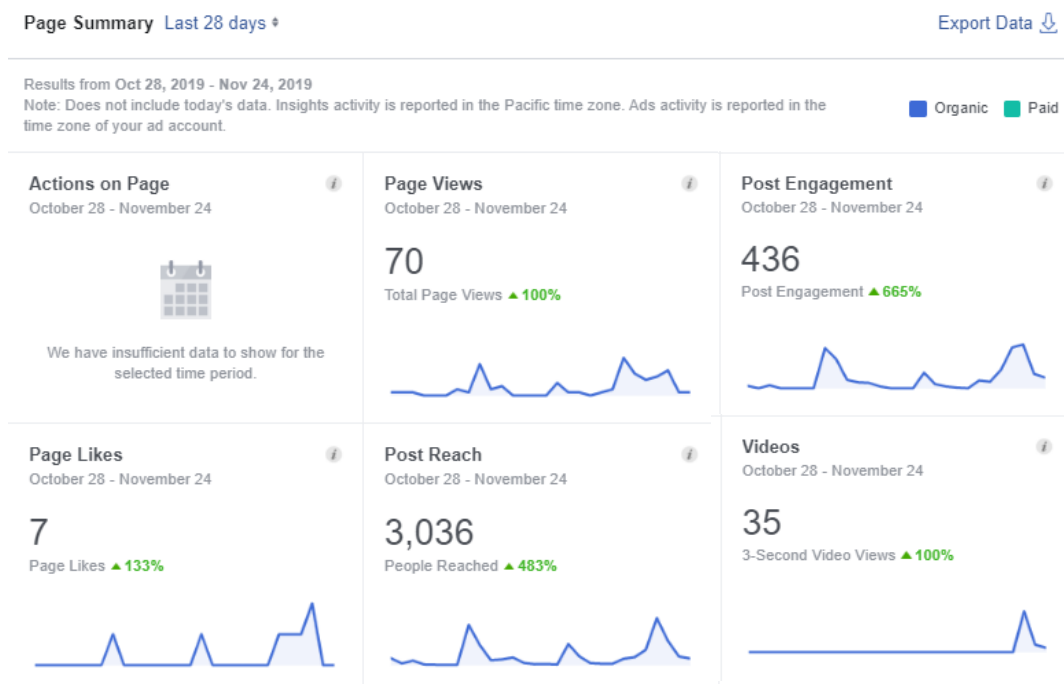


Figure 17. MINLAND project Facebook account



YouTube

The MINLAND YouTube channel was created on the 10th of January 2018. On the MINLAND project YouTube account two videos were uploaded.

The first video was about the official MINLAND animated video. The animation was produced for presenting the goals, objectives and achievements of the MINLAND project. The video is an important communication tool that has engaged stakeholders and increased awareness on challenges concerning competing land-use planning related to different land-use interests. The video has been uploaded to the MinLand website and it was published in the [MinLand Youtube Channel](#) in mid-October 2019. The official MINLAND animated video received 426 views with a total watch time of around 7 hours. It was also posted on several partner organisations' web pages. Through LinkedIn the Video also got several thousand hits.

The second video was related to the MINLAND Project Final Conference and Clustering Event. A live video was shot during the opening speech of Mr. Nikolaos Arvanitidis and the presentation of the MINLAND project by the Project coordinator Mr. Ronald Arvidsson.

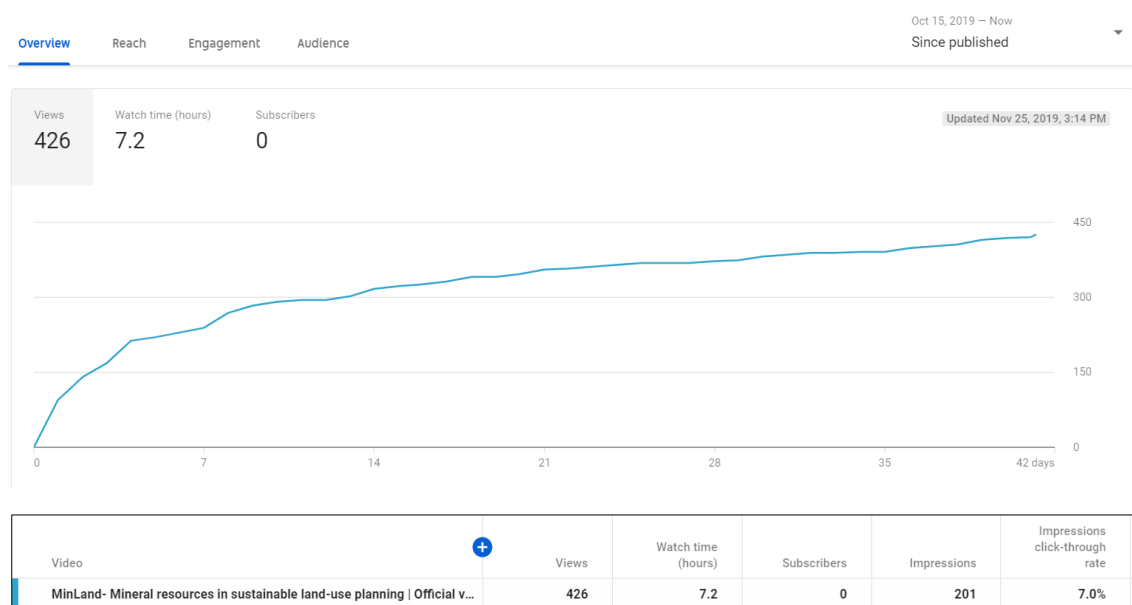


Figure 18. Overview and viewers reached from MINLAND YouTube account

Flickr

All the pictures from the events are shared on Flickr.

89 pictures were published in Flickr. These pictures have 308 views.



Figure 18. Overview of MINLAND Flickr account



Meetings/events at which promotional materials were used

The following list includes events at which MinLand partners presented the project or promoted the project using the materials detailed within this report.

- IV Polish Mining Congress, 20-22 November 2017, Krakow, Poland
- Scientific Seminar of Mineral and Energy Economy Research Institute Polish Academy of Science, January 2018, Krakow, Poland
- PDAC Prospectors & Developers Association of Canada Convention, 04-07 March 2018, Toronto, Canada
- EGU European Geosciences Union General Assembly, 08-13 April 2018, Vienna, Austria
- METS 2018, EU-LA Mining Exploration Convention & Trade Show, 10-12 April 2018, Madrid, Spain
- The participation at the clustering session of the 1st SLO workshop that took place at Rovaniemi, 9 May 2018
- The participation at the European Commission workshop addressing issues related to the critical mineral raw materials potential of mining wastes, 16 May 2018
- XIX Seminar “Methodology of recognition and documentation of mineral deposits and geological service of mines” June 2018, Spała, Poland
- III Seminar “Conflicts in managing the space and resources of the Earth, June 2018, Sosnowiec, Poland
- RFG 2018, Resources for Future Generations, Premiere Conference on Energy, Minerals, Water, Earth, 16-21 June 2018, Vancouver, Canada
- 1st Life Cycle Conference, 29-31. August 2018, Berlin, Germany
- The clustering session of 7th Peer Review meeting of the REMIX project, 16 October 2018
- Local Workshop of MinLand Project, October 2018, Czatkowice, Poland
- Greek Local workshop, Athens, 9 November 2018



- Raw Materials Week, 12-16 November 2018, Brussels, Belgium. Clustering at the SCRREEN event during RMW 2018, 12 November 2018 (participation with a poster)
- Conference of Czech Mining Union, 15 November 2018, Czech Republic
- The first Network meeting was realized on the 26 November 2018, Brussels, Belgium. More details of the event can be found under the WP7.
- Participation at the EIT event, 3rd Greek Raw Materials Dialogue, that took place in Athens, on 5 December 2018
- Min-guide 2018, 11 December 2018, Brussels, Belgium
- MIREU- high-level meeting, 15 January 2019, Leon, Spain
- PDAC – Prospectors & Developers Association of Canada, 3-6 March 2019, Toronto, Canada
- EGU – European Geosciences Union General Assembly 2019, 7 – 12 April 2019, Vienna, Austria
- EFG EuroWorkshop, 23 May 2019, Delft, the Netherlands
- 9th EUREGEO conference, 14 – 16 May 2019, Bavarian Environment Agency, Hof
- The Bergforsk and STRIM days, 16 – 17 May 2019, Luleå, Sweden
- 3rd International workshop on the EU- RMIS 2019, 11-12 June 2019, Ispra, Italy
- International Conference Circular economy – rational resources management, 2-3th July 2019, Raclawice, Poland
- Meeting with Czech Ministry of Industry and Trade, August 2019, Czech Republic
- Open Congress of the Czech geological association and Slovak geological association, September 2019, Beroun, Czech Republic
- Public presentations on Regional Minerals Policy of Liberec Region, September-October 2019, Czech Republic
- 3rd International Conference on the Sustainable Energy and Environmental Development, 16-18th October 2019, Cracow, Poland



- 29th National conference “Actualities and perspectives of minerals economy”, 6-8 November 2019, Rytro, Poland
- EU Raw Materials Week 2019, 18 – 22 November 2019, Brussels, Belgium
- MinLand Final Conference and Clustering session, 22 November 2019, Brussels, Belgium

The progress of MinLand was also systematically discussed and promoted in a number of recurrent meetings of relevant stakeholder groups, in particular the biannual EuroGeoSurveys General Meetings and National Delegates Fora, the EGS Mineral Resources Expert Group meetings and the European Technology Platform on Sustainable Mineral Resources (ETP SMR) General Meetings, amongst others, that took place during the last two years.

