

SPOT STOP WASTE CRIME

LIFE PROWhiBIT
PREVENTION - DETECTION - DISRUPTION
OF ENVIRONMENTAL WASTE CRIME



ENVIRONMENTAL WASTE CRIME IS A CRIME WITH “VICTIMS”

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LIST OF ABBREVIATIONS

CRMS	Common Risk Management System
EC	Environmental Crime
EPR	Extended Producer Responsibility
EU	European Union
EWC	Environmental Waste Crime
GDIAB	General Directorate of Inspection and Authorisation Body of the Ministry of Environment and Energy of Greece
GRFU	Green Fund
HRA	Hellenic Recycling Agency
IMPEL	European Union Network for the Implementation and Enforcement of Environmental Law
LEA	Law Enforcement Authority
MEE	Ministry of Environment and Energy of Greece
MoU	Memorandum of Understanding
NGO	Non-Government Organization
OCG	Organized Criminal Groups
PPO	Public Prosecutor's Office
PSC	Project Steering Committee
SDOE	Special Secretariat of Financial and Economic Crime Unit

1 INTRODUCTION

The present deliverable D1.1, is prepared at the beginning of the project, in order for LIFE PROWhIBIT to commence on a clear Communication Plan and Strategy, in accordance to the main objectives of the project and to the grant agreement requirements. The report contains the detailed Communication Strategy & Plan for LIFE PROWhIBIT project and constitutes one of the key outputs of Action D1 of the project.

This deliverable is a continuously working document until the end of the project (2023) and will be revised quarterly by the Communications Manager. Revisions and updates will depend on the overall progress of the project and will concern:

- the exact dates on which certain activities will take place (planning),
- the outcome/ indicators of implemented activities,
- the possible addition of extra communication activities that could help in maximizing the overall impact of the project.

The present deliverable is accompanied by an excel file D1.1. LIFE PROWhIBIT COMMUNICATIONS PLAN (see Appendix 1), that contains the exact scheduling of all communications activities planned.

2 PROJECT DESCRIPTION

2.1. Environmental Problem Targeted

Environmental Crime (EC) is recognized as a significant challenge for Europe with adverse effects on the environment, society (including human health) and the economy. EC was included as a priority in the EU Policy Cycle 2018-21 for organized and serious international crime with a focus on disrupting Organized Criminal Groups (OCGs) involved in wildlife and illicit waste trafficking as well as in the EMPACT Priority Program 2018. Concurrently the Council Working Party on GENVAL devoted the 8th round of mutual evaluations to the practical implementation and operation of EU policies on tackling Environmental Waste Crime (EWC) as referred to the offences listed in Art3 of Dir 2008/99 Illegal Trafficking of Waste & Illegal Production or Handling of Dangerous Materials as these offences warrant particular attention. Furthermore in 2018, the EC adopted the 9-point ECA Action Plan to help Member States strengthen the mechanism against EC.

EWC is a growing international problem that varies from the illegal shipment of waste to waste mismanagement, entailing high profits with low detection risk (e.g. illegal storage, transport, dumping of hazardous waste) and significant adverse environmental impacts. The illicit traffic of waste typically involves fraud and false declarations. Africa and Asia are the main destinations, while EU countries have been reporting an increase in illegal dumping or disposal. Often the lack of cooperation adversely affects the fight against EWC which involves diverse actors along the compliance chain and the overall effectiveness depends on the effective participation of each party involved. Actors involved in fighting EWC include:

- Permittees,

- Inspectors,
- Police,
- Customs,
- Financial Prosecutors,
- Judiciary.

The GENVAL Evaluation Report for Greece, identified EWC as a key challenge, since Greece is used as a transit area for illegal waste shipments. Hence, tackling of EWC is now considered a priority in Greece and the need to strengthen the compliance chain is imperative.

Current procedures in Greece are ineffective with lack of unified statistical records and very few joint investigations. Only one illegal trans-boundary shipment has been detected as EWC while there hasn't been any detection of an OCG-EWC yet. Moreover, an official national strategy has been formed and adopted up until today.

Difficulties mainly derive from the multidisciplinary and independent nature of the various actors involved, as well as the lack of effective previous cooperation between them. Additionally, existing gaps in readily available and accessible data and the lack of a common information platform for all actors, add to the inefficiency of the process of fighting EWC. The lack of reliable monitoring data, hinders the identification of the extent of EWC, its causes, its organized element and its financial dimension, its environmental impacts, as well as the potential effective ways to combat it. Finally, limited financial and human resources hamper the national efforts to effectively combat EWC.

2.2. LIFE PROWhIBIT Project

LIFE PROWhIBIT will support the effectiveness of the compliance chain on tackling EWC, through:

- raising awareness on EWC,
- targeted EWC inspections capacity building measures,
- improved coordination of actors involved in combating EWC and
- EWC data collection, consolidation, storing and processing with easy access to all interested parties.

The project will produce a unified procedure for 'just in time' instead of 'just in case' tackling of EWC with intelligence-led inspections, supported by a dedicated Information System for handling EWC cases. This national digital focal point on EWC intelligence will be used by all key players involved.

LIFE PROWhIBIT is implemented by the Ministry of Environment and Energy (MEE) of Greece, Green Fund (Public Legal Entity, associated to the Ministry of Environment & Energy) and the European Union Network for the Implementation and Enforcement of Environmental Law (IMPEL).

3 MAIN OBJECTIVE OF THE PROJECT

The cornerstone of LIFE PROWhIBIT is the establishment of a National Strategy for tackling Environmental Waste Crime (EWC) in Greece and the application of a consequent action plan, in order to address issues regarding waste offenses on a national level, more effectively. With an overarching goal to contribute to the circular economy package 'waste management principles and targets', as well as prevent, detect and disrupt Environmental Waste Crime, LIFE PROWhIBIT aims to:

- Develop and implement a National Strategy for preventing and combating Environmental Waste Crime to better protect the environment.
- Increase the capacity of the various actors in the compliance chain and harmonize cooperation between them.
- Intensify collaboration, inspections and enforcement actions.
- Achieve IT enabled and Intelligence-led EWC law enforcement, through the use of an Environmental Waste Crime dataset on inspection, investigation and legal case files.
- Improve the flow of knowledge and intelligence on Environmental Waste Crime through the involvement of the various actors in the compliance chain and existing networks (e.g. IMPEL), and foster a better understanding of trends and patterns in order to develop preventative initiatives and disrupt Environmental Waste Crime.
- Promote better environmental governance by broadening stakeholder involvement, including NGOs, in policy consultation and implementation.
- Establish guidelines and provide policy makers with recommendations for preventing and combating Environmental Waste Crime at EU level.

LIFE PROWhIBIT will add to the efforts already made nationally to support and strengthen Environmental Waste Crime, combating and preventative processes. Furthermore, LIFE PROWhIBIT will provide a clearer picture on the state of Environmental Waste Crime in the Balkans.

4 EXPECTED RESULTS OF THE PROJECT

The overarching expected outcome of LIFE PROWhIBIT is the development and implementation of a National Strategy for fighting EWC. The strategy and the respective action plan will be compiled by a Coordinating Committee for combating EWC, formed by 7 members (minimum) from judicial/law authorities enforcement/environmental authorities, inspecting authorities and NGOs. The project will foster the harmonized coordination and increased cooperation between various actors in the compliance chain, through the development of a trained and collaborative network of judicial, enforcement and inspecting officers.

Outputs specific to the Baseline Report are:

- assessment of current situation in combating EWC,
- identification of existing good practices (5) and respective training material,
- database of key international and national EWC actors (≥ 100),
- SWOT analysis (for min 5 EWC stakeholders).

Further expected outputs and achievements of LIFE PROWhIBIT are:

- Information System (web and mobile application) for handling environmental crime cases (min. 500 users), that will include past and current waste offenses, and will enable improved comparable results and analysis of waste offenses by the entire compliance chain. The Information System will also offer a clear indication of the level and type of illegal activity taking place, emerging trends and new developments in the field of EWC, as well as links to serious and organized crime (both financial crime and other types of environmental crime).
- Performance of at least 12 Intelligence-led Joint Inspections on waste cases (one of which will concern nature and biodiversity), based on data of the Information System. Inspections will involve at least 4 different entities (min. 6 inspectors), relative training, a common inspection checklist for waste cases, use of remote sensing, satellite images and drones.
- A minimum of 5 training events, covering 4 thematic training areas and one webinar, will be organized during project's lifetime. Using online training material in Greek and in English, and an online training knowledge test, 200 people will be trained and at least 50 people will be certified by the end of project. The quality of the training will be assessed through feedback from participants. Participants will evaluate the extent to which the training met their expectations and their satisfaction level, as well as the training's relevance to their operational work. Expected scores lower threshold is set to 75%. The training groups will consist of:
 - Inspectors,
 - Auditors,
 - Customs,
 - Police Officers,



- Judges & Prosecutors,
- Other stakeholders.
- A minimum of 20 policy recommendations will be drawn and best practice guidance will be drafted. Those will be disseminated broadly to all interested entities both nationally and abroad. A workshop will be organized to promote replicability of the strategic model in one neighboring country, while one joint test inspection will take place in the selected country.
- Increased stakeholder and public awareness of EWC will be achieved through project dissemination actions, such as the 13 info days at the respective Regions of Greece (650 participants in total) and the final conference (200 participants). Also, the traffic of the Information System will serve as an indicator of the tool's applicability and success.
- Increased stakeholder and public participation in policy making will be achieved through extended consultation during the formulation of the National Strategy on combating EWC.



5 COMMUNICATIONS OBJECTIVES

The communications of LIFE PROWhIBIT have the following objectives:

- Engage relevant players and stakeholders in the field of EWC (shape up and implementation of the National Strategy),
- Increase awareness of Greek citizens on EWC,
- Persuade Greek citizens on the importance of fighting EWC,
- Establish engagement of Greek citizens in EWC fighting efforts,
- Disseminate the results, outputs and outcomes to as many communities, industries, policy makers and other stakeholders as possible, including the Greek parliament.

6 TARGET GROUPS

According to the objectives and the structure of the project the target audiences are described in the paragraphs below.

6.1. Stakeholders

The multi-dimensional nature of EWC requires close working partnerships among diverse stakeholders that are either members of the Compliance Chain or other constituents genuinely interested in disrupting criminal activities that cause environmental harm.

Below is a list and a short description of stakeholders follows:

- 1) **The General Secretariat for Waste Management Coordination of the MEE** is the competent authority for the formulation and implementation of waste management legislation having among others the following responsibilities:
 - a. Planning and monitoring of the implementation of the National Plans for Waste & Hazardous Waste Management.
 - b. Supervision and management of the Electronic Waste Registry in which, for waste crime prevention and public awareness purposes, all licensed parties involved in the production and management of waste are obliged to be registered and annually report their waste production, transportation, storage and/or treatment activities.
 - c. Implementation of the Basel Convention & the Waste Shipment Regulation EC 1013/2006 & development in collaboration with the GDIAB of the Waste Shipment Inspection Plan.
- 2) **The Hellenic Recycling Agency (HRA)** is the competent authority under the supervision of the MEE for the design and implementation of recycling policy in Greece. It is responsible for approving national Extended Producer Responsibility (EPR) schemes for all products & for monitoring the progress of recycling in the country. The Inspection Directorate under the HRA is responsible to conduct and coordinate inspections –in cooperation with other relevant authorities, including GDIAB and the Special Secretariat of Financial and Economic Crime Unit (SDOE)- to waste treatment facilities and producer units that fall under the EPR principle.
- 3) **The Environmental Protection Department within the Attica Security Division of the Greek Police**, with jurisdiction covering the whole country, is responsible for combating the illegal trade, storage and disposal of waste, and environmental pollution in general, in cooperation with the competent services of the MEE and other competent national and international agencies.
- 4) **The General Directorate of Customs & Excise Duty and its Special Decentralized & Regional Customs Authorities** constitute a set of institutional units of the Ministry of Finance that form the Customs Service. Customs authorities, amongst their other duties, are also responsible for the protection of the environment (National Customs Code 2960/2001), with the authority to detain any suspect cargo, including potential cargoes of illegal waste, in order to carry out relevant investigations, identify and punish the perpetrators, acting alone or in cooperation with other authorities. Customs

officers are pre-trial investigation officers. Cross- border cooperation between customs authorities within the scope of the Naples II Convention focuses among others on dangerous and toxic waste. The network of correspondents designated in accordance with Article 54 of Regulation 1013/2006 is used in cases of cross-border shipments of waste. For the purposes of information exchange, including information relating to environmental crime, customs authorities have access to the Common Risk Management System (CRMS).

5) **The Special Secretariat of Financial and Economic Crime Unit (SDOE)** falls under the Ministry of Finance and is supervised by the Prosecutor against Financial Crime. Aiming to protect national and EU fiscal interests, SDOE's mission is the prevention, disclosure, suppression and prosecution of financial crime, fraud and corruption, dealing with illicit subsidies financed by national budget resources, illegal grants in the EU aid funds co-financed investment activities framework, money laundering, intellectual property, cigarette smuggling, drugs and weapons trafficking. SDOE works in collaboration with other Greek competent authorities, such as tax and customs services, the police and the coastguard.

6) **The Marine Environment Protection Directorate of the Hellenic Coast Guard** is responsible for overseeing, monitoring and coordinating Port Authorities to implement existing legislation in the fields of prevention and control of marine and coastal pollution. It also provides support and modernization of the available pollution control instruments and materials to the Port Authorities and the Regional Pollution Prevention Stations.

7) **The environmental departments of the (7) Decentralized Administrations and the thirteen (13) Regions** (supervised by the General Directorate of Decentralization & Local- government of the General Secretariat of the Ministry of Interior) of the Country are responsible for conducting environmental inspections of projects and activities within their geographical jurisdiction, both routine based on the National Environmental Inspection Plan developed by the GDIAB and non-routine based. Personnel are not assigned any pre-inquiry duties in contrast to Environmental Inspectors of the GDIAB who are mandated with the investigation of waste crimes.

8) **National Transparency Authority**, which is Inspections and Audits Unit for the Environment, the Energy Sector and the Communications Sector. The National Transparency Authority aims at designing and implementing a coherent policy framework to detect and suppress acts of corruption, to prevent and deter them through continuous inspections and investigations, as well as to inform and raise awareness of society as a whole.

9) **The Public Prosecutor's Office (PPO) of Athens**, which is the largest PPO in the country due to the number of prosecutors who serve there and the population of the capital city. A public prosecutor is appointed for investigating and prosecuting all environmental crimes committed in the area of its jurisdiction. Apart from files investigated ex officio or after a complaint submitted directly to the PPO, the PP receives cases that are submitted to the PPO by the environmental inspectors or police authorities, forms an opinion on whether there is a need for further investigation and then prosecutes and submits the file either to the investigative judge or the competent court. In the PPO of Athens environmental cases are recorded separately (202 in 2017), however with no further classification

according to crime type. Greece participates in the European Network of Prosecutors for the Environment.

10) **Courts/Judges.** There are no specialized courts/judges for environmental penal cases. The latter are adjudicated in the general penal courts whose competence is foreseen in the Code of Criminal Procedure. Greece participates in the EU Forum of Judges for the Environment.

1) **The Greek Ombudsman** is an Independent Authority that stands by the citizens and acts as a mediator and protector of people's rights in cases of problems derived by legislation or administrative acts or omissions.

12) **Environmental NGOs**

- WWF Greece,
- Greenpeace Hellas,
- Ecological Recycling Society,
- Organization Earth,
- Citizen's Inspectorate for Sustainable Development

13) **Private representatives**

- Hellenic Solid Waste Management Association
- Federation of Recycling & Energy Recovery Industries & Enterprises

This formal collaboration and networking of the above stakeholders is essential in several different ways:

- it allows for sharing of ideas and information about 'best practices',
- it fosters cross-agency cooperation and intelligence exchanges within specific national contexts and
- it founds an anti- Environmental Crime structure that is there to stay.

Most of the stakeholders described above have previously cooperated with each other within the working group established for the country's GENVAL evaluation on EWC (OGG 871/B'/13-3-2018). Moreover, they have participated in the Session 'Environmental Crime' of the Special Permanent Committee for the Protection of the Environment of the Hellenic Parliament (July 2018), where the need for a national strategy and governance interventions, for better coordination of enforcement authorities on fighting environmental crime, was recognized.

Stakeholders: Objectives and Engagement Activities

Objectives

Active involvement in National Strategy formulation

Education and training on EWC

Collaboration amongst them and active participation in fighting EWC (National Strategy implementation)

A common understanding of the project's scope and summary have been communicated to all stakeholders and their letters of support have been received by the consortium of LIFE PROWhIBIT prior to the commencement of the project.

The active engagement of key stakeholders throughout the course of LIFE PROWhIBIT will be ensured from the outset of the project, with the setup of a Project Steering Committee (PSC) and the signing of MoU(s). The PSC will constitute the Provisional Coordination Committee for EWC and is expected to contribute to the development of the National Strategy and its action plan, including the development of cooperation protocols, as well as the coordination of the performance of Joint Inspections. Stakeholders' input is also expected in the development of the training manual including the common inspection checklist for EWC. Moreover, all different stakeholders will attend the training seminars and will also be expected to review draft deliverables as well as deliverables prior to final approval, so as to ensure general project acceptance.

An overview list of key stakeholders and the respective engagement activities per stakeholder are presented in Table 1 below.

Table 1: Engagement Activities per Stakeholder

	Engaged Stakeholders	Member of the Project Steering Committee	Signatory of the MoU	Participant in joint inspection	Attendee of seminars
1	General Secretariat for Waste Management Coordination of the MEE	✓	✓		✓
2	Hellenic Recycling Agency (HRA)	✓		✓	✓
3	Police	✓	✓	✓	✓
4	Customs	✓	✓	✓	✓
5	Special Secretariat of Financial and Economic Crime Unit (SDOE)	✓	✓	✓	✓
6	Coast Guard	✓	✓	✓	✓
7	Environmental departments of the Decentralized Administrations and the Regions	✓		✓	✓
8	National Transparency Authority	✓	✓		✓
9	Public Prosecutor's Office (PPO)	✓			✓
10	Courts/Judges	✓			✓
11	The Greek Ombudsman's	✓	✓		✓
12	Environmental NGOs	✓	✓		✓
13	Private representatives	✓	✓		✓

Stakeholder engagements activities are key outputs of Action B of the project, thus are not included in the Communications Plan that accompanies this report.

All different communication tools, that will be used in the scope of LIFE PROWhIBIT (described in Section 7, below), will act supportively in achieving the aforementioned objectives related to stakeholders.

6.2. Local Communities & Affected Parties

It is important that local area businesses, agencies and community groups are brought into the conversation about harmful environmental practices, such as illicit dumping and storing of waste. The 'eyes' and 'ears' of a locality are its people, especially the ones that are environmentally sensitive and participate in local environmental groups. The interests of a locality are best protected when the community as a whole is participating in the prevention of harmful actions. The effects of EWC to local communities can vary from threats to public health, to land price decline. Local environmental groups are potential observers for the protection of the environment. Information from many different sources could be collated and utilized by the police and other authorities for fighting Organized Criminal Groups in the most effective way.

Besides local communities, EWC could affect waste businesses and other economic actors like farmers. Waste treatment and storage facilities, carriers and collectors of waste could play a significant role in isolating illegal behaviors and criminals. They should be aware of the crime chain so as to avoid taking part in it, and as insiders they could provide useful feedback on gap filling and effective targeting of the compliance mechanism. On the other hand, economic actors should be aware of EWC characteristics and impacts so as to help identification of crimes, and avoid transferability in other sectors of criminality.

Local Communities & Affected Parties: Objectives and Communications Tools

Overall to overarching goal is to enable participants to gain a perspective on EWC that occurs within local, regional and global contexts and convince them to participate in the efforts to combat EWC.

Objectives

Awareness of different aspects of EWC & LIFE PROWhIBIT

Interest in EWC

Education (importance of EWC in terms of effects on the planet and their life)

Desire to be involved

Involvement/ participation in fighting EWC (providing relevant info)

Although all different communication tools (described in Section 7, below) will contribute to the attainment of the aforementioned objectives, the primary activity targeting local communities & affected parties will be the 13 Info Days that will take place in each one of the 13 Regions of Greece.

6.3. General Public

Waste management has a direct impact on citizens' quality of life, as well as their belief in administration effectiveness. On the other hand citizens' behavior drastically affects waste management problems as well as attitudes towards practices that are considered "acceptable" or habitual, even if they are illegal and dangerous. Moreover, EWC has significant potential negative effects upon the natural environment and poses threats to public health. People living near polluted air, water, and land often report high levels of stress, citing concerns about family health and economic ties to the affected resources.

The overarching goal of the project's communications activities is to inform the general public on EWC and urge citizens to be involved in fighting it. Active and informed citizens will then be able to participate in the recognition and fight of EWC, through the usage of the Information System and the Mobile App that will be developed in the framework of LIFE PROWhIBIT. Involvement of the public in



an organized and modern manner contributes to transparency in governance and reduces incredulity towards compliance mechanisms.

General Public: Objectives and Communications Tools

Objectives

Awareness of different aspects of EWC & LIFE PROWhIBIT

Interest in EWC

Education (importance of EWC in terms of effects on the planet and their life)

Desire to be involved

Involvement/ participation in fighting EWC (providing relevant info)

Info days, social media, the web site and all other communications activities described in the paragraphs below target to inform the public, during the project's implementation as well as after it, on the importance of EWC, the strategy to battle it, how to recognize it and the roles of the different stakeholders.

7 COMMUNICATIONS TOOLS

7.1. Visual Identity and Website

The project's visual identity (logos, colors, fonts, templates, etc.) and a respective visual identity guide will be developed by a subcontractor and will be made available to project partners. LIFE PROWhIBIT visual identity will ensure that the project will be communicated in a distinct and consistent way.

LIFE PROWhIBIT will have a dedicated website that will be the main source of information about the project. The website will provide all details of the project's objectives, actions, progress and results, and will also include:

- the LIFE logo and respective acknowledgement of LIFE's financial support,
- the project's logo,
- logos of the beneficiaries,
- direction to the project's Information System,
- direction to the project's Mobile Application,
- the two project videos,
- events announcements,
- the digital material of the training seminars,
- contact information of the coordinating beneficiary and the associated beneficiaries,
- the newsletters,
- the social media widgets,
- links to other relevant project sites,
- the Layman's report (free download).

The website will be online within 6 months of the start of the project, will be updated regularly and will be kept online for 5 years after the project ends.

All other types of communications will include a mention of the project's website, in order to attract maximum possible traffic on the main content repository of the project.

The website will be developed according to [10 golden rules in accessible web design](#) included in the Europa Web Guide (the official rulebook for the European Commission's web presence).

7.2. Social Media

Social media will be used in order to supplement the online presence of the project. In particular after the completion of the project's website a Facebook page, a LinkedIn Page and a YouTube Channel will be created.

The main objective of social media is to facilitate content dissemination and establish connection with stakeholders and other target groups on a regular basis.

Furthermore, Facebook and LinkedIn will be used to publicize and promote questionnaires asking for feedback in regards to National Strategy (B.1). GDIAB will collect feedback and will be responsible for updating the national strategy by integrating what is feasible and reject what is not.

All partners and stakeholders will be asked to invite potential interested users to the project's social media.

After the end of the project the social media accounts administration will be transferred to the ICT administrator of the MEE of Greece. Social Media Management tools will be used in order to provide scheduled posts for at least 6 months after the end of the project.

7.3. Newsletters

Regular newsletters will:

- provide engaged stakeholders with updates of project's activities,
- remind the project's objectives to stakeholders,
- encourage stakeholders to stay involved and participate in different tasks and
- inform stakeholders on outcomes of the project.

In addition, Newsletters will include various 'calls to action' related to data requests, training information and feedback surveys.

7.4. Info Days

The most crucial communication action of LIFE PROWhIBIT is the holding of the Info Days in the 13 Regions of Greece. The main goal of this action is to mobilize key actors and interested parties that can prevent and handle waste crime at a decentralized level. Info Days are key to connect with specialist groups and disseminate information about the project at an appropriate relevant level of detail, providing particular reference to each specific area. The Info Days will provide good networking opportunities, as well as opportunities for detailed and personalized contact.

The overall desirable impact is not just to increase awareness of the local stakeholders, interested parties and citizens on EWC, but rather to induce their engagement in the formulation of the National Strategy and the implementation its Action Plan. Thus, the specific objectives of the Info Days are the following:

- The establishment of awareness of at least 650 stakeholders and interested parties (13 Regions*50persons), on the European and Greek legislative framework regarding Environmental Crime.
- The geographic dispersion of knowledge on problems and solutions, regarding Environmental Crime.
- The dissemination of knowledge on how to handle Environmental Crime among involved stakeholders (regional environmental departments, police, judges etc.).
- The inducement of participation in LIFE PROWhiBIT activities.

All partners will collaborate for the delivery of the 13 Info Days. In order to increase impact, synergies with the local and/or regional authorities in supporting the Info Days (communication to the local media etc.) will be sought. GDIAB will be responsible for the main part of the program in each event, while IMPEL will provide 1 EU EWC expert in each event, that will showcase best practices in EWC prevention and handling across Europe. The expert provided by IMPEL will travel to Greece for two the Info Days taking place in Athens and Thessaloniki and will participate via 3rd party video streaming services (e.g. Skype) at the Info Days organized in the remaining 11 Regions. At the end of each Info Day, there will be an evaluation of the willingness of Regional Authorities to adopt measures for the decrease of EWC through a questionnaire.

7.5. Publicity material

A series of activities, such as the production of videos, posters, press releases, leaflets, articles and noticeboards, will be used in order to promote the project. The main objective of those activities will be the establishment project awareness, as well as the engagement of key stakeholders in EWC fighting and their active participation in the project's activities.

Publications in websites/journals & Press releases are mostly used to engage specialised audiences and focus on specific questions or issues that need to be answered.

Leaflets and other hard copy communication tools will be useful to disseminate the project information succinctly and clearly to different audiences at specific events, conferences and other outreach opportunities.

Project Videos

Two project videos will be produced for the project. The videos will be available on the project's website and the social media, and will also be used during workshops and events.

The first video will act as a promo video for the project and as such, it is planned to be delivered at the beginning of the project. It will be a short video with maximum duration of 2 minutes and will act as an open invitation for project engagement via social media and the project's website.

The second video will be lengthier -upto 15 minutes- and will showcase the concrete outputs of the project. It will contain brief presentations from all consortium members and statements of key opinion leaders on the project's benefits. The closing part will present the future targets beyond the project's

end. IMPEL and GDIAB will assign 1 person for the interview each for the interviews included in the second video.

Posters & Banner

Eye-catching and informative posters will be used to support the project's activities, such as the info days and the seminars. In total 400 colored posters (paper type will be non-plastic and recycled) will be produced and used during the project.

One roll-up banner will be designed and produced for the use of IMPEL.

Noticeboards

In order to ensure the visibility of LIFE PROWhIBIT, five noticeboards will be designed and produced. Four of those will be placed at different units of the MEE (Northern & Southern Greece Inspectorate) and one will be placed at the Green Fund's offices.

Leaflets

Informative leaflets promoting the project's identity and objectives will be distributed to the target groups via consortium members. Leaflets will include the project's website, e-platform and mobile app, social media and will also include QR codes for better interaction via smartphones. Special attention will be given to the type of material used (environmentally friendly paper; non-plastic and recycled). In total 10.000 leaflets will be produced and used during the lifetime of LIFE PROWhIBIT.

Press Releases

Each consortium member will be responsible for the production of two press releases during the project's life time. In order to achieve maximum media impact, the six press releases have been scheduled on non-overlapping dates (see accompanying report: D1.1. LIFE PROWhIBIT COMMUNICATIONS PLAN).

Articles in Environment-related Websites/Journals

Fifteen articles will be publicized on websites and journals related to the environment, environmental law or of wider scope, during the lifetime of LIFE PROWhIBIT. The goal will be to increasing engagement of stakeholders and the general public in the activities of the project. The distribution of articles among consortium members is as follows: (a) GDIAB responsible for 7 articles, (b) IMPEL responsible for 5 articles and (c) Green Fund responsible for 3 articles.

7.6. Layman's Report

The goal of the Layman's Report is to inform key stakeholders, top level policy makers and the general public, about the results of the project in an easy to comprehend and attractive way, using eye-catching illustrations.

A bilingual (Greek & English) Layman's Report will be drafted and produced in paper and in an electronic format close to the end of the project. The Layman's Report will be 10-15 pages long and will present the project, its objectives, its actions and its results. The report will utilize well explanatory illustrations, including eye catching pictures of environmental crime in Greece. It will provide concrete indicators of achievement with measurable results, containing infographics.

The Layman's report will be sent electronically to the inclusive list of stakeholders (incorporating key players identified in the databases developed in Action A1) and policy makers by GDIAB. Other than that, a total of 1.000 hard copies will be produced and distributed to different stakeholders and selected targeted audiences at a national and an international level. IMPEL will disseminate the Layman's report through their network asking for feedback regarding the ongoing efforts about addressing EWC in Greece and gathered feedback will be discussed at the project's Final Conference.

7.7. Final International Conference

The Final International Conference of LIFE PROWhiBIT will be a key action to:

- disseminate information about the project's results,
- introduce the Coordination Committee,
- present the National Strategy against EWC
- acquaint users with the project's Information System,
- inform on the sustainability and transferability actions after the completion of the project.

The Final International Conference will focus on the need for enhanced national and international collaborative and intelligence-led strategies, to combat Environmental Crime related to waste as well as other environmental aspects. The advantages and potential of intelligence led inspections, will be discussed based on the project's experience. The National Strategy against EWC will be introduced as the leading step towards a wider strategy covering Environmental Crime as a whole. All partners will contribute to the promotion of the conference. GDIAB will handle the main part of the program, while IMPEL will provide 1 EU EWC expert. The conference's presented material will be made available online on the project's website

The Final International Conference of LIFE PROWhiBIT will take place in November 2023 and is expected to be attended by 200 stakeholders.

8 NETWORKING WITH OTHER LIFE PROJECTS

The projects that have already been identified for networking are listed below.

- **LIFE Natura Themis:** The project is promoting awareness of wildlife crime prosecution and liability, for biodiversity damage in NATURA 2000 areas in Crete.
- **LIFE-ENPE/European Network of Prosecutors for the Environment:** The project aims to promote a consistent approach to prosecuting environmental crimes across Europe.
- **LIFE SWEAP/Shipments of Waste Enforcement Actions Project:** The project aims to support the circular economy by:
 - disrupting the illegal waste trade at the EU level,
 - increasing skill set amongst inspectors and law enforcement agencies,

- intensifying collaboration nationally and internationally,
 - developing innovative tools and techniques,
 - creating EU-wide inspection data set, and
 - providing intelligence products.
- **WasteForce Project:** The project aims to boost the operational activities and capacities of authorities involved in the fight against illegal trade and management of waste, through:
 - the development of new practical tools and methodologies,
 - the implementation of multi-stakeholder capacity building activities, and
 - the support of operational networking among practitioners in Europe and their counterparts in the Asia-Pacific region.
 - **SPIDER WEB:** The project aims to Increase the detection and disruption of Environmental Crime in the Western Balkans.

A report of the networking actions will be drafted to accompany the midterm project report and will be updated accordingly with the project's final report.

9 AFTER-LIFE SUSTAINABILITY PLAN

GDIAB will produce an After-LIFE Sustainability Plan as well as key information regarding the continuation of dissemination and communication results in paper and electronic format. Provisions will include responsibilities, needs and source of resources concerning the continuation of: (a) the project's Information System, (b) the Coordination Committee and (c) the training. Furthermore, GDIAB will examine a roadmap for future steps after the project end, analyzing requirements in terms of funding scenarios.

10 MONITORING

The reach and impact of LIFE PROWhIBIT communication activities will be assessed qualitatively and quantitatively and closely monitored using participation statistics, search metrics and other established indicators of media use. Table 2 below summarizes the measures that will be used in order to evaluate the output of the communication activities.

Table 2: LIFE PROWhIBIT Communication Strategy Monitoring

Communication Tool	Target Value in Proposal (KPI)	Target Value redefined by Consortium (KPI)	Measurement
Development of a dedicated project's website (D.1.3.)	No. of Unique Visitors 30.000	No. of Unique Visitors 5.000	Website Analytics
Social Media: Facebook	No. of Likes 1000+	No. of Likes 350	Facebook Statistics
Social Media: LinkedIn	No. of LinkedIn Members 800+	No. of LinkedIn Page Followers 200	LinkedIn Analytics
Social Media: YouTube 1 Short Promo Video 1 Video with Interviews	No. of YouTube Subscribers 150+ No. of YouTube Views (for both videos) 3.000	No. of YouTube Views 150+	YouTube Statistics
Social Media: Campaigns 12 FB Posts & 12 LinkedIn Posts 12 Social Media Campaigns Repeated Every 2 months, starting M3	No. of people that will learn about the project through 24 Social Media Campaigns 12000+	No. of Posts Impressions	Facebook Statistics LinkedIn Analytics
Newsletters	No. Stakeholders to read the 12 Newsletters 30	<i>No change of target value</i>	Emails of the 12 Newsletters to 30 Stakeholders

Communication Tool	Target Value in Proposal (KPI)	Target Value redefined by Consortium (KPI)	Measurement
Info Days: 13 Regions of Greece	No. of Participants per Info Day 50	<i>No change of target value</i>	Actual No. of Participants No. of different stakeholders attending the Info Days No. press/media covering the events
Posters	No. of Posters 400	<i>No change of target value</i>	No. of posters distributed and placed at different locations
Noticeboards	No. of Noticeboards 5	<i>No change of target value</i>	Noticeboards' placement
Leaflets	No. of Leaflets 10.000	<i>No change of target value</i>	No. of distributed leaflets
Press Releases	No. of Press Releases 6	<i>No change of target value</i>	No. of Press Releases Media outreach Media coverage
Articles in Environment-related Websites/Journals	No. of Articles 15	<i>No change of target value</i>	No. of Articles published
Special Session dedicated to EWC in the Greek Parliament Environmental Protection Committee	No. of Special Sessions 1	1	Parliament Session Minutes
Layman's Report (10-15 pages) 800 copies in Greek 200 copies in English	No. of People reached 1000+	<i>No change of target value</i>	No. of downloads of the report No. of e-mails with the Layman's report sent No. of hard copies distributed
Networking with other LIFE projects	No. of other LIFE Projects involved in LIFE PROWhiBIT	<i>No change of target value</i>	Actual No. other LIFE Projects involved in LIFE PROWhiBIT

Communication Tool	Target Value in Proposal (KPI)	Target Value redefined by Consortium (KPI)	Measurement
	5+		Type and level of involvement
Final International Conference	No. of Participants 200	<i>No change of target value</i>	Actual No. of Participants No. of different Stakeholders attending No. of international Participants attending No. press/media covering the events

Feedback

After the end of each event questionnaires will be used in order to receive an evaluation of the project and engage target groups into the dialogue on combating EWC. The questionnaire will also evaluate the willingness of the Regional Authorities and other participants to adopt measures for the decrease of EWC.

Furthermore, at least fifty people from ten different entities are expected to provide feedback regarding the formulation of the EWC National Strategy, through e- questionnaires during the project's lifetime.



www.StopWasteCrime.gr
LIFE PROHIBIT: Prevent of Waste Crime
by Intelligence Based Inspections

APPENDIX 1: Communications Plan

A safety margin period of 3 months has been foreseen (from 15/9/2023 to 12/1/2024) to compensate for any safety delays & also act as a data consolidation period (Action E.1&E.3)

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