

DISSEMINATION PLAN FOR 'BIO-BASED PRODUCTS IN PROCUREMENT' MATERIALS

Procurement of Innovative Products: Bio-Based Products in Procurement



INTRODUCTION

Background to the project

The Executive Agency for Small and Medium Enterprises (EASME) has asked Royal HaskoningDHV (RHDHV) to develop a guidance document and other publication materials which facilitates the uptake of bio-based products in procurement. The aim is to obtain a successful uptake of this guidance by as many as possible national, regional and local procurement bodies.

About the dissemination plan

This dissemination plan is one of the materials developed in addition to the guidance document 'bio-based products in procurement'. This plan addresses how publication materials can be promoted and distributed to reach the relevant target group. This dissemination plan is for organisations and individuals who wish to promote and distribute the publication materials which facilitate the uptake of bio-based products in procurement.

Content of the dissemination plan

The dissemination plan provides detailed information on activities, potential partners and sources to distribute the publication materials.

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DISSEMINATION PLAN

The dissemination plan provides detailed information on activities, potential partners and sources to distribute the publication materials which facilitate the uptake of bio-based products in procurement.

The dissemination plan is specified for each of the three types of publication materials:

1. Training materials
2. Expert information
3. General information

2.1 Dissemination plan for training materials

The training materials were developed for trainers and aim at providing trainers with sufficient information and structure to successfully present training on 'bio-based products in procurement'.

The training materials consist of the following documents;

- Handbook for Trainers
- PowerPoint presentation 'bio-based products in procurement'

The following table presents the activities and partners and sources for dissemination of the training materials.

Activities	Partners/sources	Contact details
Contact the EU Innovation Public Procurement (IPP) with the request to include the training materials or a link to the training materials on their website.	EU Innovation Procurement and ICLEI who in partnership with the EU CIP-EIP programme manage the Innovation Procurement platform.	https://www.innovation-procurement.org/
Contact relevant social media groups with the information that training materials for procurers and other interested parties on 'bio-based products in procurement' is available and how it can be obtained.	The LinkedIn groups which were contacted for response to the questionnaire can be addressed again.	<p>Sustainable Procurement Group (https://www.linkedin.com/groups/86949)</p> <p>Circular Economy Knowledge Transfer (https://www.linkedin.com/groups/4163409)</p> <p>Biobased Economy (https://www.linkedin.com/groups/2973430)</p> <p>Procurement in Government and Public Sector (https://www.linkedin.com/groups/3193902)</p> <p>Duurzaam inkopen en leveren netwerk (https://www.linkedin.com/groups/951257)</p> <p>European Public Procurement Network (https://www.linkedin.com/groups/35283)</p> <p>Bio-energie (https://www.linkedin.com/groups/2056659)</p> <p>Agrobiobase, the showcase of bio-based products (https://www.linkedin.com/groups/4584785)</p>

Activities	Partners/sources	Contact details
Contact relevant international organisations with the request to publish the announcement that training materials are available as well as a link to the training materials on their website.	Procurement of Innovation Platform, sustainable procurement platform, International Institute for Sustainable Development, ICLEI, OECD, the Global Green Growth Institute, Biobased Economy, etc.	<p>Procurement of Innovation Platform: https://www.innovation-procurement.org/</p> <p>Sustainable Procurement Platform: http://www.sustainable-procurement.org</p> <p>International Institute for Sustainable Development: www.iisd.org</p> <p>Biobased Economy: http://www.biobasedeconomy.eu/</p> <p>The Global Green Growth Institute: www.gggi.org</p> <p>OECD: www.oecd.org</p> <p>ICLEI: www.eiclei.org</p> <p>Circular Economy Strategy: http://ec.europa.eu/environment/circular-economy/index_en.htm</p>
National, regional and local procurement organisations can be contacted with the information that training material on 'bio-based products in procurement' is available and how it can be obtained.	An example of a national procurement organisation is 'Pianoo' in the Netherlands. An organisation such as FNR, which provides information on bio-based product availability, could be a partner in Germany. It is recommended that for the relevant country procurement organisations are identified and contacted.	<p>PIANOo: www.pianoo.nl</p> <p>FNR: www.fnr.de</p> <p>Agrobiobase: www.agrobiobase.com</p>
On a national level it is recommended that (event) procurement services organisations are contacted and made aware of the available training materials.	To be identified for the relevant country and type of product or service	
Include a statement on the content of the training materials, as well as the actual training materials on the project website.	Not applicable	www.biobasedinprocurement.eu

2.2 Dissemination plan for expert information

The expert information was developed for procurers and other interested parties with the aim of facilitating the uptake of bio-based products as part of innovative products in procurement.

The expert information consists of the following documents;

- Guidance and fact sheets
- Database Bio-based Products

The following table presents the activities and partners and sources for dissemination of the expert information.

Activities	Partners/sources	Contact details
Contact the EU Innovation Public Procurement (IPP) with the request to distribute expert information amongst their members/ participants or at their events.	EU Innovation Procurement and ICLEI who in partnership with the EU CIP-EIP programme manage the Innovation Procurement platform.	https://www.innovation-procurement.org/
EU Innovation Procurement and ICLEI who in partnership with the EU CIP-EIP programme manage the Innovation Procurement platform.	The LinkedIn groups which were contacted for response to the questionnaire can be addressed.	<p>Sustainable Procurement Group (https://www.linkedin.com/groups/86949)</p> <p>Circular Economy Knowledge Transfer (https://www.linkedin.com/groups/4163409)</p> <p>Biobased Economy (https://www.linkedin.com/groups/2973430)</p> <p>Procurement in Government and Public Sector (https://www.linkedin.com/groups/3193902)</p> <p>Duurzaam inkopen en leveren netwerk (https://www.linkedin.com/groups/951257)</p> <p>European Public Procurement Network (https://www.linkedin.com/groups/35283)</p> <p>Bio-energie (https://www.linkedin.com/groups/2056659)</p> <p>Agrobiobase, the showcase of bio-based products (https://www.linkedin.com/groups/4584785)</p>
Contact relevant international organisations with the request to publish the announcement that the guidance is available as well as a link to the guidance on their website. The text from the leaflet or brochure (depending on the amount of space available for an announcement) can be used.	Procurement of Innovation Platform, sustainable procurement platform, International Institute for Sustainable Development, ICLEI, OECD, the Global Green Growth Institute, Biobased Economy, etc.	<p>Procurement of Innovation Platform: https://www.innovation-procurement.org/</p> <p>Sustainable Procurement Platform: http://www.sustainable-procurement.org</p> <p>International Institute for Sustainable Development: www.iisd.org</p> <p>Biobased Economy: http://www.biobasedeconomy.eu/</p> <p>The Global Green Growth Institute: www.gggi.org</p> <p>OECD: www.oecd.org</p> <p>ICLEI: www.eiclei.org</p> <p>Circular Economy Strategy: http://ec.europa.eu/environment/circular-economy/index_en.htm</p>
National, regional and local procurement organisations can be contacted with the information that a guidance material on 'bio-based products in procurement' is available and how it can be obtained.	An example of a national procurement organisation is 'Pianoo' in the Netherlands. An organisation such as FNR, which provides information on bio-based product availability, could be a partner in Germany. It is recommended that for the relevant country procurement organisations are identified and contacted.	<p>PIANOO: www.pianoo.nl</p> <p>FNR: www.fnr.de</p> <p>Agrobiobase: www.agrobiobase.com</p>

Activities	Partners/sources	Contact details
On a national level it is recommended that (event) procurement services organisations are contacted and made aware of the available guidance.	To be identified for the relevant country and type of product or service	
Include a statement on the content of the training materials, as well as the actual training materials on the project website.	Not applicable	www.biobasedinprocurement.eu

2.3 Dissemination plan for general information

The general information was developed for procurers but especially other interested parties with the aim of informing about the availability of the guidance and other materials to facilitate the uptake of bio-based products as part of innovative products in procurement.

The general information consists of the following documents;

- Brochure
- Leaflet

The following table presents the activities and partners and sources for dissemination of the general information.

Activities	Partners/sources	Contact details
Publish the brochure and leaflet on the project website.	Not applicable	https://www.innovation-procurement.org/
Contact relevant international organisations with the request to publish the brochure or leaflet on their website	Procurement of Innovation Platform, sustainable procurement platform, International Institute for Sustainable Development, ICLEI, OECD, the Global Green Growth Institute, Biobased Economy, etc.	<p>Procurement of Innovation Platform: https://www.innovation-procurement.org/</p> <p>Sustainable Procurement Platform: http://www.sustainable-procurement.org</p> <p>International Institute for Sustainable Development: www.iisd.org</p> <p>Biobased Economy: http://www.biobasedeconomy.eu/</p> <p>The Global Green Growth Institute: www.gggi.org</p> <p>OECD: www.oecd.org</p> <p>ICLEI: www.eiclei.org</p> <p>Circular Economy Strategy: http://ec.europa.eu/environment/circular-economy/index_en.htm</p>

Activities	Partners/sources	Contact details
The leaflet and brochure can be distributed to national, regional and local procurement organisations.	An example of a national procurement organisation is 'Pianoo' in the Netherlands. An organisation such as FNR, which provides information on bio-based product availability, could be a partner in Germany. It is recommended that for the relevant country procurement organisations are identified and contacted.	PIANOO: www.pianoo.nl FNR: www.fnr.de Agrobiobase: www.agrobiobase.com
On a national level it is recommended that the leaflet and brochure are distributed to (event) procurement services organisations .	To be identified for the relevant country and type of product or service	
Distribute the leaflet and brochure to relevant social media groups.	The LinkedIn groups which were contacted for response to the questionnaire can be addressed.	Sustainable Procurement Group (https://www.linkedin.com/groups/86949) Circular Economy Knowledge Transfer (https://www.linkedin.com/groups/4163409) Biobased Economy (https://www.linkedin.com/groups/2973430) Procurement in Government and Public Sector (https://www.linkedin.com/groups/3193902) Duurzaam inkopen en leveren netwerk (https://www.linkedin.com/groups/951257) European Public Procurement Network (https://www.linkedin.com/groups/35283) Bio-energie (https://www.linkedin.com/groups/2056659) Agrobiobase, the showcase of bio-based products (https://www.linkedin.com/groups/4584785)