

# OUTREACH

## WP 7 Communication, outreach and linkages





**Maximise the impact**

## Plan for Dissemination and Exploitation



- To engage Geosciences data providers
- To engage Professionals (users)
- To ensure public outreach

# MAIN ACTIONS

- Participating in international conferences;
- Developing dissemination materials;
- Organising dissemination events.
- Ensuring the projects results are ingested into the European Minerals Intelligence Platform (Minerals4EU project);

- ✓ D7.1 Graphical Identity (M3)
- ✓ D7.2. Teasers and promotion materials (brochures, gadgets, media kit, website, poster) (M6)
- ✓ D7.3 Communication Strategy (M9)
- ✓ D7.4 MICA social network, (M12)
- ❖ D7.5 MICA's annual dissemination events and final event (M6-24).




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**MICA**  
**2017**

WORLD CIRCULAR ECONOMY FORUM 2017


**SIDE EVENT**  
HELSINKI, FINLAND  
7 JUNE 2017  
9.30 – 12.30  
[REGISTER HERE!](#)



**MICA** Mineral Intelligence Capacity Analysis

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## The coming revolution in Mineral Intelligence Capacity Analysis

### WHY

Primary and secondary minerals are essential to the European economy and growth. This represents the mining companies risk in the future of their business.

### WHAT

The MICA project is committed to bringing together the knowledge and employment of a considerable number of specialists, currently the only experts in their field.

### WHO

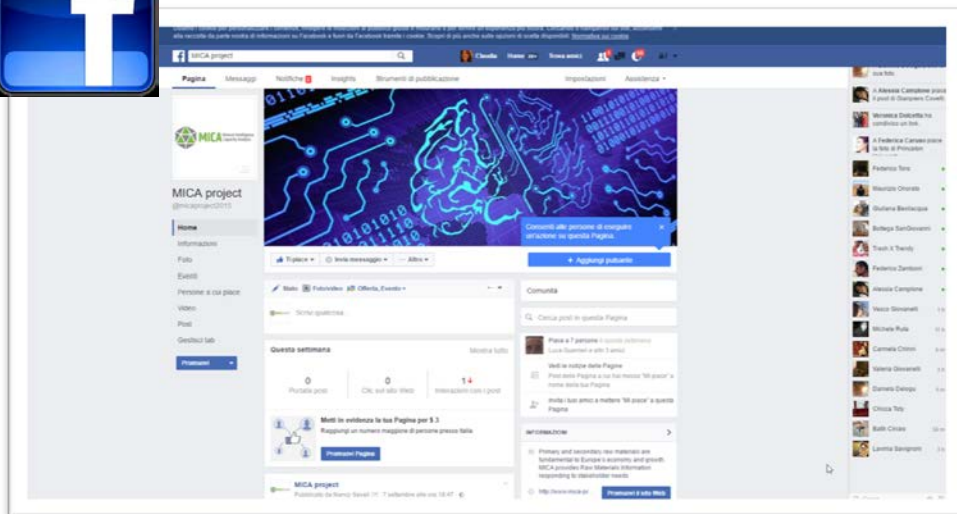
The MICA project is comprised of a consortium of experts from top European and international universities and local centres including academic institutions and

### WHERE

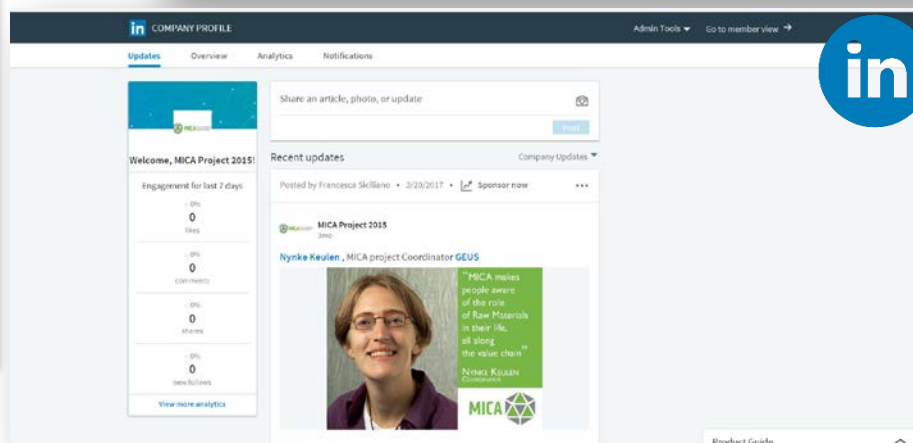
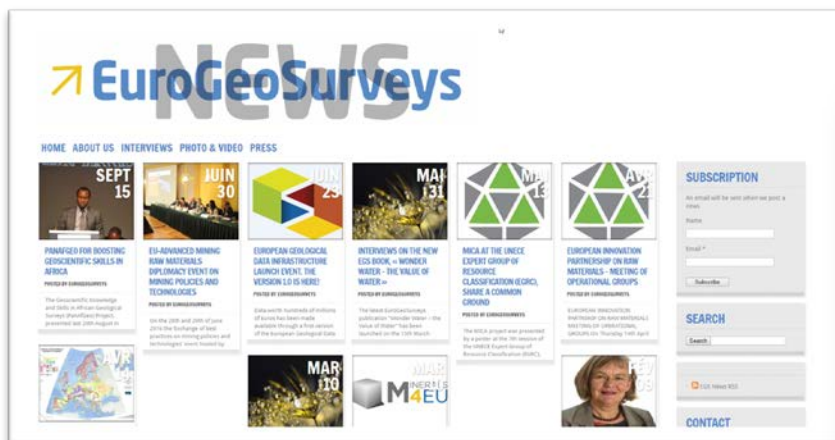
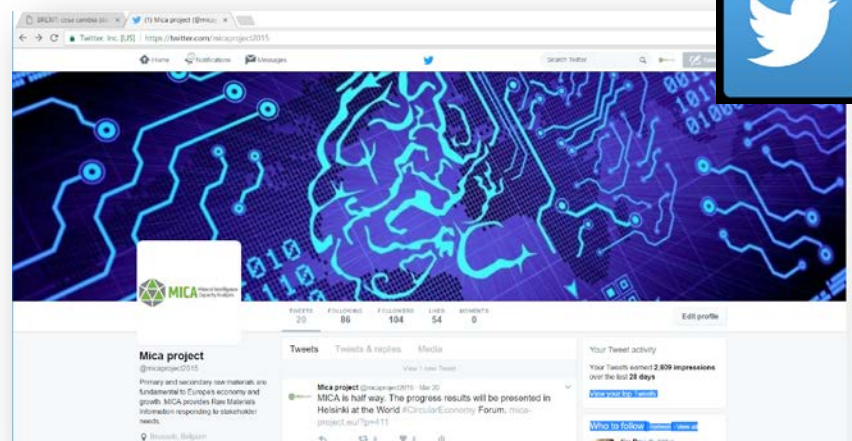
The success of this initiative will be measured by the number of projects that are funded, the number of publications generated, the number of academic programs developed and the number of

### WHEN

The MICA project started the first of its meetings in 2006 and in January 2010. By the end of 2011, the project will have the first of its publications.

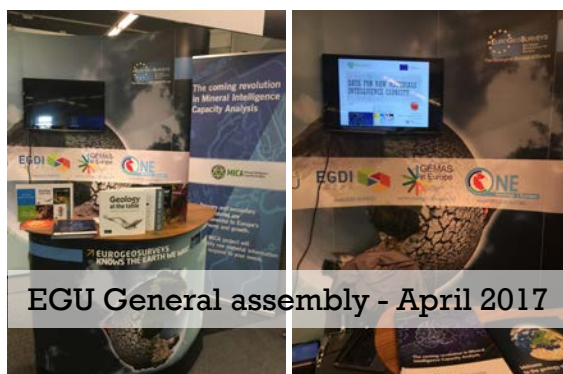


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1. MICA dissemination workshop - September 2016
2. EGS General Assembly - October 2016
3. GEO-XIII Plenary - November 2016
4. EGS National Delegates Forum - February 2017
5. EGS General Assembly - March 2017
6. EGU General assembly - April 2017
7. Raw Materials Foresight Methodology Workshop'- April 2017
8. WCEF – June 2017
9. EGS National Delegate Forum - October 2017
10. EGS General Assembly - September 2017
11. Raw materials week – November 2017







## STAKEHOLDERS

1. Experts
2. Policy makers
3. Industries
4. NGO
5. Students

## MICA MESSAGES

1. Better knowledge
2. Better decisions
3. Better environment





## The coming revolution in Mineral Intelligence Capacity Analysis



**MICA** Mineral Intelligence Capacity Analysis | the best possible information in a smart, valid and user-friendly way will be soon available.

You are cordially invited to the **MICA** Side Event to the World Circular Economy Forum

On 7<sup>th</sup> June, 9:30 – 12:30 | At Vanha Ylioppilastalo (Old Student House, 2<sup>nd</sup> floor), Mannerheimintie 3, 00100 Helsinki

**Programme**

- 09:30 – 09:40 Welcome and introduction to side-event
- 09:40 – 10:00 Presentation with interactive vision
- 10:00 – 10:20 The MICA Project, its objective and benefits to users
- 10:20 – 10:35 Panel session / Q&A
- 10:35 – 10:50 Coffee break
- 10:50 – 12:00 Demonstrations / small group discussions
- Networking drink



Great support and  
expectation for  
the MICA final  
products

The coming revolution in Mineral Intelligence Capacity Analysis



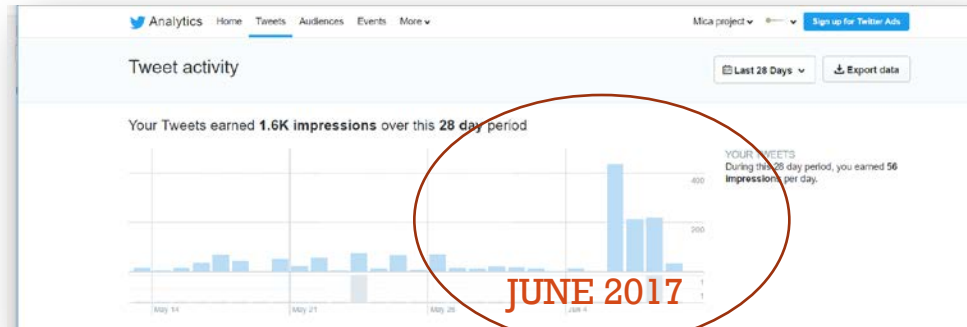
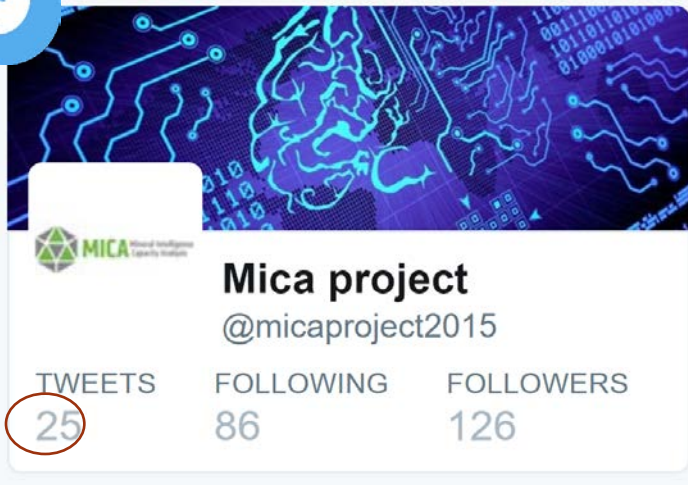
Moving from complexity to simplicity

For registration purposes, please indicate your name: .....

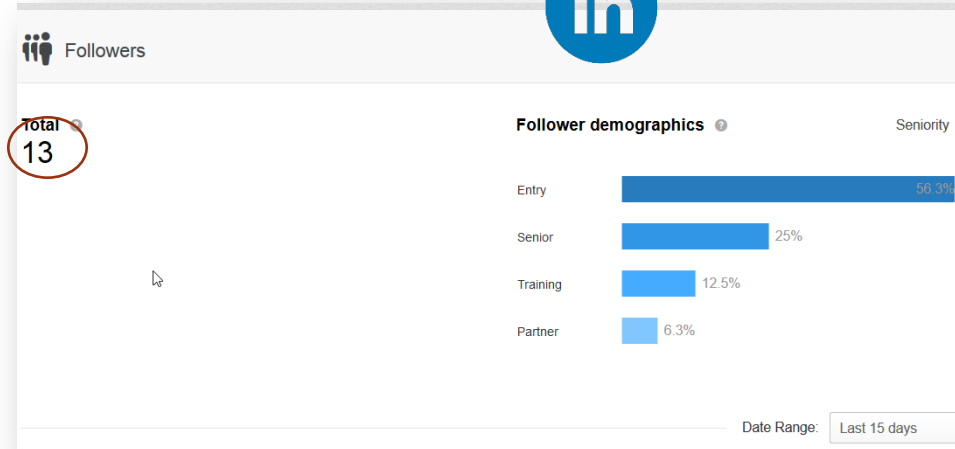
Organisation: ..... Your email address: .....

Write your question: .....



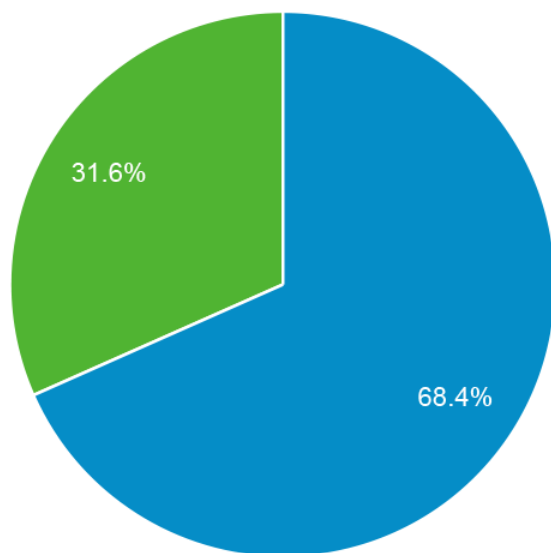


**JUNE 2017**





■ New Visitor   ■ Returning Visitor



Users

1,499



Page Views

4,581





# EXPECTED RESULTS

Tool	Key Performance Indicators (KPI)	Expected Results (M26)	Results After 1 year
Website	Number of unique visitors	300 Visitors	1499 Visitors
Social Media (LinkedIn – Twitter)	Number of Followers Number of tweets	250 followers 50 tweets	164 Followers 25 tweets/26 likes
Brochures	Number of Brochure distributed	1000	1900 distributed
Video	Number of views	100	
Conferences/events	Number of Conferences/events attended	24	21
Articles and Press releases	Number of articles published	20	7
Final high- level conference	Number of participants	100	

## Test points

- ❖ After the first year of the project, when the prototype is available for examination by stakeholders
- ❖ No later than three months before the end of the project by which time the post-project sustainability plans will be presented to stakeholders



## Sustainability

**EGDI**



# CONCLUSION

- ❖ To increase the exchange of information among the WP leaders
- ❖ To increase MICA visibility on Social Media
- ❖ To develop a video





**MICA** Mineral Intelligence  
Capacity Analysis



Co-funded by  
the European Union

# THANKS FOR YOUR ATTENTION



The Geological Surveys of Europe

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