

worm

**Waste in humanitarian Operations:
Reduction and Minimisation**

D7.3. Mid-term report on dissemination, communication, and exploitation

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Authors: **Anaïs Loudières, Romane Gryson**

Institution: **Euronovia (FR)**



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LIST OF ACRONYMS

ACRONYM	FULL NAME
DoA	Description of Action
EC	European Commission
ECHO	European Civil protection and Humanitarian aid Operations
EU	European Union
IN	Innovation Norway
KER	Key Exploitable Result
KLU	Kühne Logistics University
KPI	Key Performance Indicator
NGOs	Non-Governmental Organisations
PSA	Pamela Steele Associates
PDCE	Plan for Dissemination, Communication, and Exploitation
SOP	Standard Operational Procedures
WM	Waste Management
WPs	Work Packages

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BACKGROUND ABOUT WORM

WORM aims to design guidelines and support actions for circular economy in the humanitarian sector. It integrates bio-based technological solutions, leverages procurement for waste reduction, improves waste management methods and prioritises the sustainable livelihoods of waste pickers. WORM focuses on two selected settings: field hospital deployments and humanitarian livelihood programmes with a waste picking component. Following a collaborative and multi-actor approach, WORM brings together medical and humanitarian organisations, procurement service providers, logistics providers, waste management services and academic partners.

EXECUTIVE SUMMARY

This document is a deliverable of the WORM Project, funded under the European Union's Horizon Europe research and innovation programme under the grant agreement No 101135392.

The document is drafted by Euronovia (WP7/8 leader), with inputs from all partners.

This deliverable is the mid-term report on communication and dissemination, produced as part of Work Package 7 on communication, dissemination and exploitation, whose objectives are to:

- Ensure maximum visibility of the project through tailored communication activities in order to raise awareness about the potential of WORM and reach out to society and show its impact and benefits.
- Disseminate to the target groups the aim of WORM, the activities carried out in the project, the available outputs, as well as the knowledge created.
- Promote open access and re-use of data used by WORM.

The scope of this document is to summarise and analyse the communication tools created, and dissemination activities performed during the first half of the WORM project (M1 – M12); the outreach of the communication channels and tools; and the evaluation of performance and impact of these actions and tools, based on pre-established Key Performance Indicators (KPIs).

Several communication resources and tools were developed for WORM at its launch: Euronovia created a unique project logo and the accompanying brand guidelines, as well as templates and tools to support partners to promote the project in a consistent and efficient manner: PowerPoint presentation, agenda and deliverable templates on Word, the project flyer, roll-up banner, and poster, as well as the public project website and social media (LinkedIn, Twitter and Facebook). All materials and tools will be maintained and updated if necessary, and further resources will be developed over the course of the project in line with the project's Description of Action (DoA) as well as in response to project results, and partners and stakeholder requirements.

To achieve a greater impact, partners were regularly invited to share project results and information in their own communication channels and through their existing networks. Great efforts were made by everybody to ensure appropriate visibility of the project and dissemination of first results over the first year. To keep track of all communication and dissemination actions, a collaborative spreadsheet was created and made available by Euronovia on the SharePoint area of the project since M1, that is being regularly updated by partners. This internal tool has been used to monitor and evaluate the dissemination and communication actions undertaken by the consortium during these first 12 months.

The outcomes of this evaluation process show that a high number of communication and dissemination activities were performed by all partners during the first half of the WORM project. These include a massive use of social media, organisation of and participation in online and face-to-face events and



workshops, online articles, videos, newsletters and many more, as detailed in the next sections of this report.

An analysis of the impact of these actions using KPIs is presented in the Section 5 of this report.

The final list of communication and dissemination activities and an analysis of their impact will be included in the final report on dissemination and communication (D8.2) to be submitted at M24.

NON-TECHNICAL SUMMARY

This is WORM's project Mid-term Report on Dissemination, Communication, and Exploitation. This deliverable summarizes the dissemination and communication activities related to project activities and results carried out by WORM partners during the last 12 months, since the project kick-off in January 2024 up to the project mid-term in December 2024.



1. DISSEMINATION AND COMMUNICATION STRATEGY

The planning and execution of the project communication, dissemination, and exploitation activities require a schedule closely aligned with key project deliverables, milestones, and activities. In this framework, **our activities are organised around 3 phases:**

- **Phase 1 on the prioritisation of product groups** (M1-M6), we prepared a comprehensive communication strategy outlining key messages, target audiences and the selection of appropriate communication channels. During this phase we developed the project website and various communication and dissemination materials, including the project graphical identity (i.e., project logo, branding guidelines, templates for project documents and presentations). In this phase, we drafted the Plan for dissemination, communication, and exploitation (D7.1). At the end of the initial phase, we disseminated the results of the scoping exercise of commonly used product groups that could qualify for seeking bio-based alternative solutions. 5 group products were identified and selected by the consortium for their particular relevance.
- **Phase 2 related to the evaluation of bio-based alternatives and local waste management innovation** (M6-M12) focus on deploying specific communication and dissemination activities tailored to the unique characteristics of each Work Packages. In this phase, we drafted the batch #1 of practice abstracts (D7.2) and the mid-report on dissemination, communication, and exploitation activities (D7.3). Dissemination focused on the sustainability assessment of bio-based solutions to be integrated into procurement processes. Workshops and webinars were also organised on the sustainability aspect and the local innovations in waste management. This mainly concerned technical Work packages 1, 2, 3 and 4. A first policy brief on the sustainability criteria (D2.1) was published and clustering activities with the sister project Bio4HUMAN and consortium networks took place.
- **Phase 3 dedicated to policy recommendations and local implementation** (M13-M24) will concentrate on the presentation of project results, impact assessment, and the dissemination of comprehensive policy brief on waste management in humanitarian sector. A specific focus will be made on the target local awareness campaign in Kenya and Vietnam to disseminate and support the implementation of improved waste management. This phase also includes the drafting the batch #2 of practice abstracts (D8.1) and the final report on dissemination, communication, and exploitation activities (D8.2). During the final phase, we will also focus on the dissemination of WP5 “Recycling and WM at field hospitals” and WP6 results “Mitigation and livelihoods”, which are the two technical work packages running until the end of the project. We will share our policy recommendations and results, including the outputs of the Implementation of alternatives through the development of standard operational procedures (SOPs), the examination of waste management from a socio-economic perspective and the assessment of the limits and consequences of introducing bio-based solutions in the humanitarian context.



1.1. PURPOSE OF THE COMMUNICATION AND DISSEMINATION ACTIONS

The main purposes of the communication and dissemination activities of the project have been defined as follow:

- Building widespread awareness about the project, its goals, and the importance of waste management challenges in humanitarian operations among the target audiences (see D7.1, section 3.2).
- Raising awareness about the potential of WORM and reach out to society and show its impact and benefits.
- Promoting behaviour change and encouraging the adoption of responsible practices waste reduction, reuse, and recycling among humanitarian organisations.
- Highlighting and showcasing the successful outcomes of WORM.
- Engaging with relevant stakeholders including local communities, NGOs, collaboratively address waste management challenges and fostering partnerships and synergies to enhance waste management practices.
- Running a local awareness campaign in the community to ensure the proper treatment of esp. medical waste.
- Showing how European collaboration has achieved more than would have otherwise been possible, notably in fostering citizen engagement through a project-based approach and contributing solving societal and environmental challenges.
- Disseminating best practices/guidance and making better use of WORM results, by ensuring they are taken up by decision-makers to influence policymaking and ensure a follow-up of the development of specific policies related to waste management in humanitarian operations.

The different communication tools and dissemination activities created and implemented in the first half of the project are presented below.



2. COMMUNICATION ACTIVITIES

2.1. BRANDING

The project branding was developed at the beginning of the project to help all partners communicate about WORM in a uniform, consistent, and professional manner. The project logo, project identity, and templates for Word and PowerPoint were designed shortly after the launch of the project.

2.1.1. Logo and project identity

The **WORM logotype** consists of a declination of greens to fit with the “greening the humanitarian sector” objective of the project. This logo is oriented towards the circular economy, as the circularity is represented with the O. We can also find a leaf in the O. A worm is crossing the letters but in a subtle manner. The typography is both rounded and serious. This logo has been chosen for its modernity, movement, and match with the missions of the project.



Figure 1: WORM project logo

The **main font** is ITC Avant Garde which matches well with the logotype and gives a sense of fluidity, connecting with the idea of a worm. The secondary font is Arial.

Specific guidelines on how to use the logo both on a white and dark background, as well as indications on its placement, font and colours are described in its **brand manual** (available to the EC upon request).

The different versions of the project logo as well as the brand manual are available for download on the project management platform.

2.1.2. Templates

Templates for the project deliverables, minutes of meetings, and PowerPoint presentations were created to be used by the partners for all presentations on WORM both in internal and external events.



Figure 2: WORM templates

2.2. E-PRINTED COMMUNICATION MATERIAL

During the first three months of the project, the following printed communication materials were prepared and distributed to project partners in order to ensure effective communication and increase public awareness of the project. These communication materials have been used by partners for events in which they participated to promote the project and its early results.

2.2.1. One-page project description

A **one-page project description** was created for distribution to participants in any project-related activity. This document contains a simple description of the WORM project and its objectives. The design follows the WORM visual identity and is consistent with the other communication materials developed within the communication package. It is available for download on the project website.

worm
Waste in humanitarian Operations:
Reduction and Minimisation

WORM IN A NUTSHELL

WORM's primary mission is to reduce the environmental impact of humanitarian operations by designing guidelines and support actions for circular economy. WORM will tackle the waste management challenges for greening the humanitarian sector within two selected settings: field hospital deployments and humanitarian livelihood programmes with a waste picking component.

START-END DATE	DURATION	BUDGET	CONSORTIUM	
1 January 2024 ↓ 31 December 2025	2 years	≈1,5M€ Funding	16 partners	11 countries

OUR OBJECTIVES

WORM will achieve five main objectives:

- To identify and integrate bio-based solutions in the humanitarian context for waste treatment;
- To use the full potential of sustainable procurement as a gatekeeper for waste avoidance and gateway for innovative solutions implementation;
- To propose safer and more environmentally responsible waste treatment methods;
- To enhance local awareness of improved waste management through targeted and community-based campaigns;
- To provide guidelines and policy recommendations for reducing the environmental impact and maximizing the socio-economic effects of humanitarian operations.

OUR PARTNERS

WORM is supported by a diverse consortium led by Hanken University in Helsinki (Finland). The project gathers 16 partners each bringing unique know-how, innovation and experience to improve waste management in the humanitarian sector.

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Figure 3: WORM one-page project description

2.2.2. Leaflets

A project leaflet with general information on the project was created at M3 (March 2024). It's been distributed to partners for use at any external events that the consortium is organising or attending. It is also available for download on the project website.

worm
The project in number

1 January 2024 ↓ 31 December 2025	2 years	≈1,5M€ Funding	16 partners	11 countries
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Who are we?

Following a collaborative and multi-actor approach, WORM brings together medical and humanitarian organisations, procurement service providers, logistics providers, waste management services and academic partners.

Coordinated by Hanken School of Economics, Finland.

Partners: Salviz, Finnish Red Cross, RMIT, KUU, PSA, euronovia, International Medical Corps, KUERNER-HAGEL, ICRC, ACTION CENTRE DE FAIR, CRS, ZERO WASTE, NRC.

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#wastemanagement
#humanitarianoperations
#circulareconomy

Figure 4: WORM leaflet



A final leaflet will also be developed by Euronovia towards the end of the project to present the main achievements of WORM.

2.2.3. Roll-up

A **roll-up** was created using the project’s visual identity and the same graphical elements used in other communication tools. The text content of the roll-up was kept to a minimum as its main functions is the easy recognition of the project during events. This roll-up has been used and will be used during internal and external events attended by the consortium to promote and present the project.



Figure 5: WORM roll-up

2.3. WEBSITE

The **official website** was launched in April 2024 (M4) at the following address: <https://wormproject.eu>. It is of crucial importance to enhance the visibility of WORM as it serves as the main communication tool for the wide dissemination of the project activities, deliverables, and outcomes.

It is kept regularly updated, with new content regarding the events, deliverables, and other resources. At M12, 18 news have been published on the WORM website.

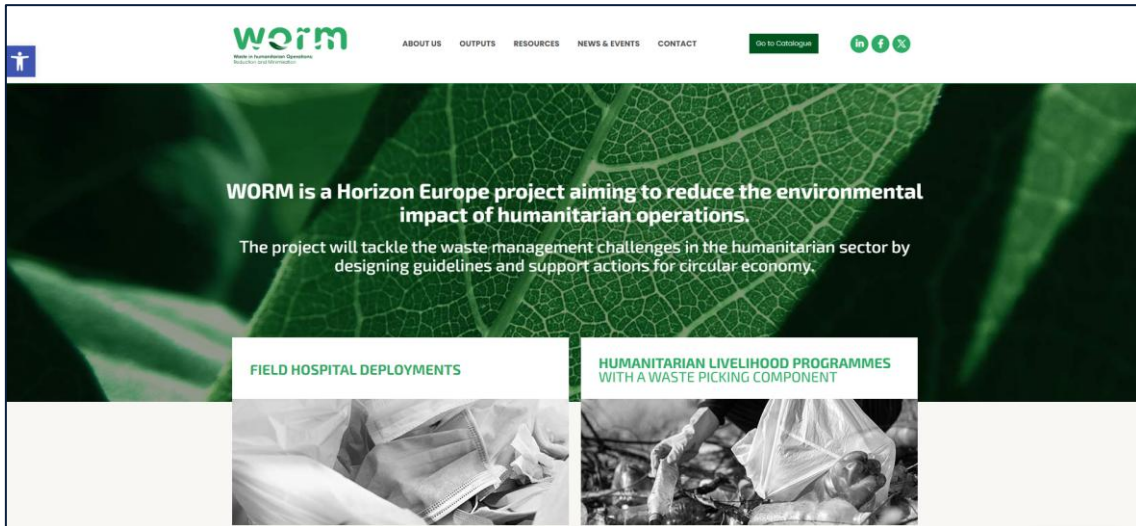


Figure 6: WORM website homepage

The impact of the website is monitored using Google Analytics. In the period from 05/04/2024 to 18/12/2024, the website was viewed 1 523 times, with an average visit duration of 2'11 minutes.

The website received an excellent worldwide coverage, with visitors spread over all continents (60 countries mapped), demonstrating a global interest in the project outside of the consortium. The top 10 countries of origin of the website's visitors are: Finland, France, Italy, Vietnam, Switzerland, Kenya, Norway, Germany, United-Kingdom and Netherlands.

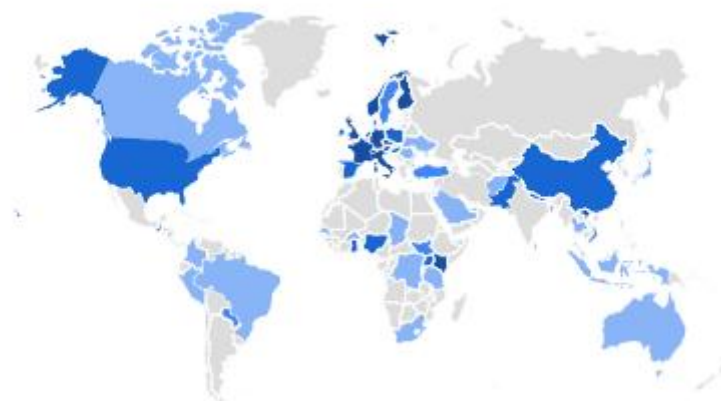


Figure 7: WORM website coverage

2.4. SOCIAL MEDIA

2.4.1. WORM accounts

At the start of the project, three social media accounts were opened for WORM: a [LinkedIn page](#), a [Twitter account](#), and a [Facebook page](#).

- The [LinkedIn page](#) is managed by Euronovia with the aim to disseminate official project information among a professional audience. Partners regularly contribute to share posts on LinkedIn using their personal/institutional LinkedIn accounts: this way they are able to raise awareness of the project among their contact networks and the consortium reaps the benefits of the partners' combined networks to reach a wider audience. At M12, the account has 558 followers with 45 503 impressions and 105 posts.
- The [Twitter account](#) is managed by Euronovia, in a more informal way, to keep the followers updated on the work undertaken daily by each partner. At M12, the account has 32 followers. Due to current instability with the platform and its lack of moderation, Euronovia is closely monitoring the evolution of the situation and is considering archiving the WORM account and potentially move to another platform (e.g., Bluesky, Thread).
- The [Facebook page](#) is managed by Euronovia who feed it by reposting relevant LinkedIn publications. At M12, the account has 31 followers. This platform will allow us to reach our target including the general public, especially during the local campaigns in Kenya and Vietnam.



Figure 8: WORM LinkedIn page



Figure 9: WORM Twitter account

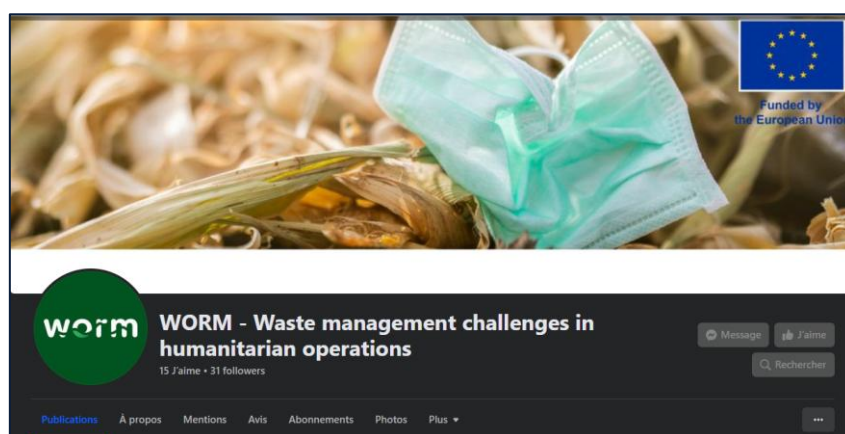


Figure 10: WORM FaceBook page

The content shared on the WORM accounts is a mix of project level and local news from the partners, as well as more generic information on WORM’s topics of interest (e.g., waste management, circular economy, humanitarian operations).

The WORM social media accounts are contributing to developing a community of people interested in how the project is going to tackle waste management in humanitarian operations, to raise awareness on the project and its objectives and to allow for more interaction with related initiatives.

The impact of these tools is being monitored monthly through the tools listed below in order to identify the best performing content both in terms of impressions and engagement:

- The impact of the LinkedIn page is accessible by the group administrators.
- For Twitter, we take into consideration the evolution of the number of followers/likes.
- Facebook Insights provides useful information on how the content is resonating with the audience, how the page is growing and performing.

The KPIs analysis, included those related to social media, is available in Section 5. A more detailed impact analysis by month (page views, clicks, impressions, etc.) for each social media channel is available upon request to Euronovia.

2.4.2. WORM promotion on partners social media

The partners are also promoting the project on their own institutional and personal social media accounts. In the first 12 months, the consortium published 58 publications promoting WORM on LinkedIn and Twitter, reaching more than 9500 followers.

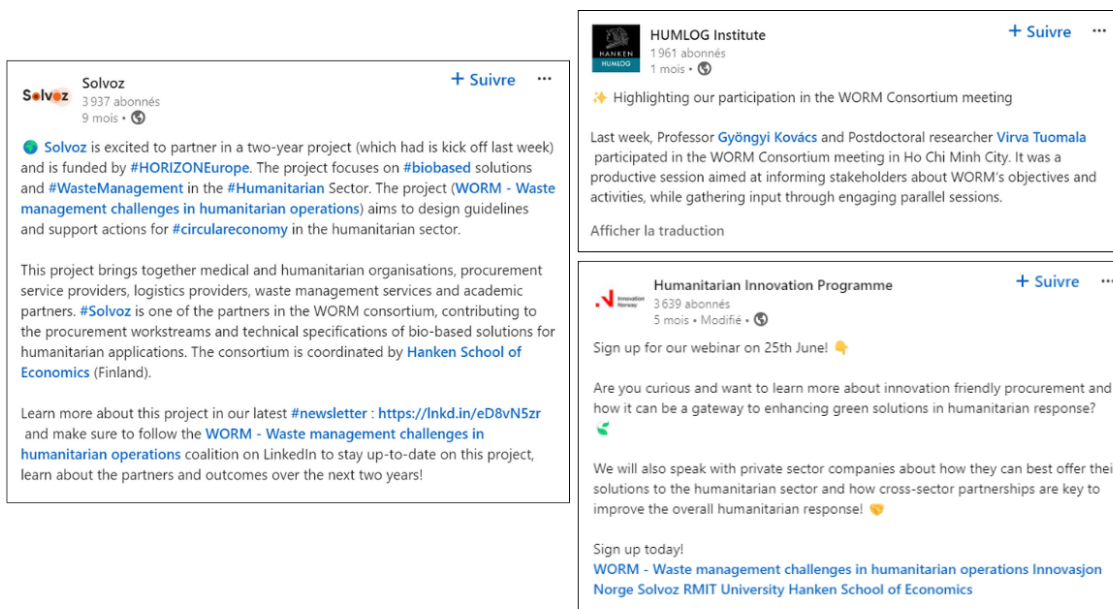


Figure 11: Promotion of WORM on partners social media

This wide dissemination of the project by the partners to their various networks contributed to the successful achievement of the WORM social media KPIs in just 12 months. In fact, the target was 500 followers by the end of the project, and we are currently at 621. This demonstrates the effectiveness and relevance of the communication and dissemination activities carried out by the consortium.

2.5. AUDIOVISUAL MATERIALS

Several videos were produced and posted online during this first 12 months of the project, especially to ensure visibility of the project following its launch:

- **WORM interview series:** Interviews with WORM partners were recorded during events, edited by Euronovia and then published. 9 interviews were posted:
 - [Gyöngyi Kovács](#), WORM coordinator (HANKEN).
 - [Virva Tuomala](#) (HANKEN).
 - [Margot Rocheteau](#) (HANKEN).
 - [Sarah Joseph](#) (KLU).
 - [Seng Kiong Kok](#) (RMIT).
 - [Trinh Duc Tran](#) (RMIT).
 - [Syed Yasir Ahmad](#) (IMC).
 - [Hoa Nguyen](#) (VNRC)
 - [Claire Barnhoorn](#) (Solvoyz)
- **WORM promotional videos:** Videos were designed and published to promote:
 - The participation of [WORM at the HNPW2024](#).
 - The [WORM consortium meeting](#) in Vietnam (with 292 additional views on LinkedIn).

- WORM Bio-based Solutions [Catalogue](#) (with 316 additional views on LinkedIn)
 - **WORM webinars & workshops.**

To gather all these different project videos in one place, a WORM [YouTube channel \(@WORM_EUproject\)](#) was created in April 2024 (M4). At M12, this YouTube channel contains 15 videos obtaining 438 views and 12 subscribers. This YouTube channel will be fed with additional videos throughout the project lifetime, including the **partners interviews** and the **project presentation video** planned for M14.

2.6. NEWSLETTERS

At M12, 2 **newsletters** (out of 4 planned over the whole project duration) were sent out to our ever-growing subscribers list (104 subscribers as of December 2024). The newsletters are published regularly every 6 months and include the latest project news with links to the website in order to drive more traffic.

All newsletters are also made available on the project website and are disseminated through all social media platforms.

- [Newsletter 1](#): June 2024
- [Newsletter 2](#): December 2024 (joint with Bio4HUMAN)

The next newsletter will be published in June 2025. On average, the opening rate for the WORM newsletter is 72% and the click rate 64%.



Figure 12: Screenshot of WORM first newsletter

The partners also sent out newsletters to their networks to promote the WORM project. At M12, the consortium sent out 6 newsletters. These reached 2 306 subscribers.

2.7. PRESS RELATIONS

A **press release** was drafted in October 2024 to officially announce the launch of the WORM Catalogue on Bio-Based Solutions. It can be downloaded from [the project website](#)

The press release, originally in English, was translated into French, Finnish, and Swedish, and distributed by the project partners to their contact networks.

Following the distribution of the press release, an article was published in a non-scientific media, the [Helsinki Times](#).

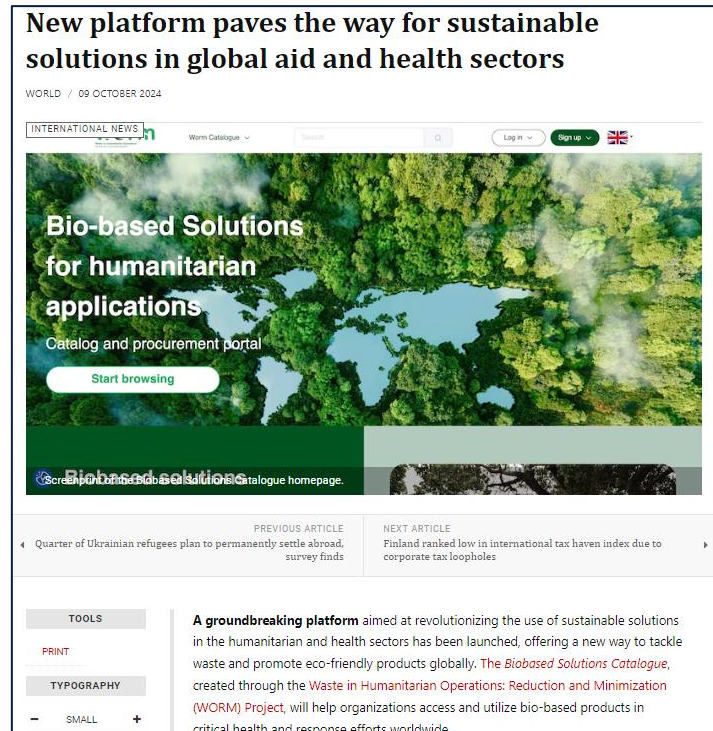


Figure 13: Article in the Helsinki Times

3. DISSEMINATION ACTIVITIES

3.1. DELIVERABLES

All **WORM public deliverables** are accessible through the project's website (<https://wormproject.eu/delivrables/>). The WORM project has an Open access policy and is oriented towards the sharing of the results to various stakeholders, as almost all deliverables are public (23/27 deliverables).

At M12, 7 deliverables are available for download:

- D1.1 – Scoping exercise.
- D2.1 – Sustainability criteria.
- D3.1 – Local waste management business models.
- D7.1 – Plan for dissemination, communication and exploitation.
- D7.2 – Practice abstracts – batch 1.
- D9.1 – Project management handbook.
- D9.2 – Data management plan.

3.2. ORGANISATION OF EVENTS

During the first half of the project, partners have organised several types of events for communication and dissemination purposes, as detailed below.

3.2.1. Workshops

At M12, we have organised the following workshops. These are:

- WORM workshop at the HNPW2024**



Figure 14: WORM session at the HNPW2024

The **WORM interactive session** took place during the Humanitarian Networks and Partnerships Weeks (HNPW) 2024 at the International Conference Centre (CICG) in Geneva (Switzerland) on Wednesday afternoon, 8 May 2024. The aim was to inform stakeholders about WORM's objectives and activities and to receive their input on product groups, the plug-and-play framework with different scenarios and criteria to identify the most appropriate waste management technology. 44 participants attended this hybrid face-to-face and online event.

- WORM workshop on Promoting Sustainability through Humanitarian Procurement: Development of a sustainability criteria framework.**

Co-organised by WORM and DG ECHO (European Civil Protection and Humanitarian Aid Operations), this **workshop** took place online on 25 June 2024. The aim was to lay the foundations for developing actionable recommendations for embedding sustainability in humanitarian procurement processes. 48 participants joined this online event.

□ **WORM workshop in Vietnam**

This **workshop** took place at the Saigon Campus of RMIT University the 8 October 2024. The aim was to inform them about WORM's objectives and activities and then to receive their input in parallel sessions on Vietnam's informal waste management sector and waste management in a field hospital. At the same time, the plug and play models developed by the project as a decision support tool were tested live the WORM Catalogue was officially launch. 60 participants attended this face-to-face event



Figure 15: WORM workshop in Vietnam

□ **WORM workshops in Kenya**

Partners have also organised **workshops** locally to engage the local and regional humanitarian community:

- [Validation and Co-creation Workshop](#) "Medical Waste Management: An Overview of existing Disinfection Methods" organised by PSA the 26-27 September 2024 at Kisumu (Kenya) and attended by 22 participants.
- [Online Validation and co-creation Workshop](#) "Medical Waste Management: An Overview of existing Disinfection Methods" organised online by PSA the 3 October 2024 and attended by 11 participants.



Figure 16: PSA face-to-face workshop in Kisumu

3.2.2. Webinars

At M12, we have organised the following 2 **webinars**. These are:

- Greening the Humanitarian sector through Innovation Friendly Procurement | 25 June 2024. Over 30 participants joined the webinar and the [video recording](#) on YouTube has 62 views.
- Strengthening medical waste management systems to reduce the environmental impact of humanitarian operations | 17 September 2024. 45 participants joined the webinar and the [video recording](#) on YouTube has 39 views.



Figure 17: Screenshots of WORM webinars

3.3. PARTICIPATION IN EVENTS AND CONFERENCES

So far (M12), the consortium participated in several external events for project promotion and dissemination of results, where partners presented the work done within the project:

- **Practitioner events:**
 - Keynote on “Humanitarian Logistics” at the International Conference on Dynamics in Logistics (LDIC) 2024 | 14 February 2024 | Bremen, Germany | by Hanken.
 - Participation at the [European Humanitarian Forum 2024](#) | 18-19 March 2024 | Brussels, Belgium | by HANKEN & Solvoz.
 - Booth and session at the Humanitarian Networks and Partnerships Weeks 2024 | 6-10 May 2024 | Geneva, Switzerland & online | by all.
 - Presentation at the Vietnam's National Conference on Disaster Prevention and Response | 9 May 2024 | Da Nang, Vietnam | by RMIT.
 - Keynote on “Supply Chain Resilience Through Different Crises” at the International Conference on Resilient Systems (ICRS) 2024 | 28 August 2024 | Singapore | by Hanken.

- **Academic conferences:**
 - Participation at the 34th POMS conference “Building a sustainable, responsible, and resilient global future” | 25-29 April 2024 | Minneapolis, USA | by KLU.
 - Presentation at the 36th NOFOMA conference “Logistics and Supply Chain Management in a Risky and Uncertain World” | 13-14 June 2024 | Stockholm, Sweden | by HANKEN.
 - Presentation at the 2024 POMS International Conference “Operations Management and Information Systems in the Age of Analytics” | 24-27 June 2024 | Istanbul, Türkiye | by HANKEN.
 - Participation at the 8th EURO HOpe Mini-Conference | 3-4 October 2024 | Madrid, Spain | by KLU.
 - Invited talk on “Human Factors in Humanitarian Logistics - what we know and what we should know” at the Politecnico di Milano | 18 October 2024 | Milano, Italy | by Hanken.
 - Invited talk on “Waste Management in field hospitals” at the Lecture Series of the Research Institute for Supply Chain Management Winter Semester | 28 October 2024 | Vienna, Austria | by Hanken.

- **Popularization events:**
 - Participation at the Bioeconomy Changemakers Festival “Youth as driver of transformative change” | 13-14 March 2024 | Online | by HANKEN & Euronovia.



Figure 18: WORM participation in external events.

3.4. SCIENTIFIC PUBLICATIONS

Since the beginning of the project, WORM partners contributed to one scientific publication available on the WORM community in [Zenodo](#):

- Kovacs, G. and Heaslip, G. “Chapter 9: Humanitarian supply chains: challenging the system”, *The Supply Chain: A System in Crisis*, Business 2024, 2024, p.127-133.

3.5. POLICY BRIEFS

As planned in the Plan for Dissemination, Communication and Exploitation (PDCE), a **policy brief** on Sustainability criteria (D2.1) was published at M8. The policy brief is available on the [WORM website](#).

Three other policy briefs are planned to be published in December 2024 (M12) on Procurement (D2.2), Scaling up (D3.2) and Plug and play framework (D4.2). At the time of writing this mid-term report, they have not been published yet.

3.6. PRACTICE ABSTRACTS

The [European Innovation Partnership Agricultural Productivity and Sustainability \(EIP-AGRI\) project database](#) showcases innovative projects from across Europe that promote innovation and knowledge exchange for agriculture, forestry and rural areas. A special effort is made to share knowledge and solutions that are ready to be put into practice. To this end, WORM has created its [project profile](#) on the EIP-AGRI Project Database and published [its innovative intermediate results](#) in the form of summaries for practitioners in the common EIP-AGRI.

The **first batch of 4 practice abstracts** (D7.2) was delivered at the end of October 2024:

- [Practice #1](#): A plug and play waste management model for humanitarian organisations in diverse settings: A decision-support tool for deployments.
- [Practice #2](#): Greening humanitarian response through innovation friendly procurement.
- [Practice #3](#): Scoping exercise
- [Practice #4](#): Sustainability in humanitarian procurement.



Figure 19: WORM project profile on the EIP-AGRI Project Database

3.7. CLUSTERING AND SYNERGIES

As a coordination and support action, the WORM project recognises the key role of clustering activities. WORM partners are involved in several European and international humanitarian networks with whom they developed synergies to promote the activities and results of the WORM project, as well as to improve the efficiency of its actions by learning from the experiences of other organisations.

Table 1: List of partners involved in humanitarian networks

Networks	WORM partners
Environmental Sustainability in Humanitarian Logistics project (WREC)	Hanken, KLU, and ICRC
Humanitarian Logistics and Supply Chain Research Institute (HUMLOG Institute)	Hanken

HELP Logistics	Kuhne Logistics University
Humanitarian Innovation Programme	Innovasjon Norge
International Association of Public Health Logisticians (IAPHL), People that Deliver, the Humanitarian Logistics Association	Pamela Steele Associates
Humanitarian Environment Network (REH), Humanitarian Logistics (HULO)	Action contre la Faim

The different clustering activities implemented in the first half of the project are presented below:

- An online meeting was organised on November 25, 2024, by Bio4HUMAN to discuss circular economy, the challenges of waste management and the development of innovative bio-based solutions. WORM coordinator participated in this event. This meeting gathered several European projects:
 - [Bio4Africa](#) (Horizon 2020, Grant Agreement No. 101000762)
 - [CIRCULAR BIOCARBON](#) (Horizon 2020, Grant Agreement No. 101023280)
 - [ENZYCLE](#) (Horizon 2020, Grant Agreement No. 887913)
 - [PRESERVE](#) (Horizon 2020, Grant Agreement No. 952983)
 - [SynoProtein](#) (Circular Bio-based Europe Joint Undertaking, Grant Agreement No. 101112345)
 - [LUCRA](#) (Horizon Europe, Grant Agreement No. 10082169)
 - [HEREWEAR](#) (Horizon 2020, Grant Agreement No. 101000632)
 - [COUNTLESS](#) (Circular Bio-based Europe Joint Undertaking, Grant Agreement No. 101112453)
- Pamela Steele Associates organised a webinar with the Reproductive Health Supplies on [Strengthening medical waste management systems to reduce the environmental impact of humanitarian operations](#) during which the project was showcased.
- PSA also had a [Medical Waste Management Co-Creation Workshop](#) with Kisumu County and the National Environmental Management Agency (NEMA), and held a [Medical Waste Management: An Overview Of Existing Disinfection Methods Validation Workshop](#) on October 3, 2024.
- PSA contacted the International Association of Public Health Logisticians (IAPHL) during the RMIT survey to collect data on the plug & play framework tool for humanitarian organisations in waste management practices. The survey will also be shared with the People that Deliver.
- PSA also submitted an abstract to the Global Health Supplies Conference (GHSC) in Lagos.
- Partners from the WREC project participated in the WORM workshop organised at Humanitarian and Networks and Partnerships Week 2024.
- Partners from Innovation Norway have also informal contacts and discussions with the Humanitarian Innovation Programme in Norway and synergies through bilateral conversations are created with all the [HIP Norway funded waste projects](#). There are also synergies with a consultancy ongoing on circular economy and waste management. These synergies will be further developed in the second year of the WORM project.
- Partners from KLU shared Deliverable D2.1 on Sustainable procurement criteria to different contact partners at humanitarian organisations including the International Committee of the Red Cross (ICRC), Save the Children, the United Nation Refugee Agency (UNHCR), and the Danish Refugee Council. The objective is to determine how these organisations can use this report to develop their sustainable procurement strategy.

Apart from the above, WORM is represented at various standing committees, e.g. the Logistics Cluster's WREC and medical logistics groups, and on DG ECHO's [Humanitarian Leadership Group on Supply Chain](#).



Clustering activities with the sister project

At M12, cooperation is well engaged with the sister project "Bio4HUMAN - Identifying bio-based solutions for waste management applicable to humanitarian sector" (GA #101135144), funded under the same call. The activities already launched with Bio4HUMAN are the following:

- > Joint kick-off meeting on January 25, 2024.
- > Initiation and organisation of bilateral meetings every 2 months with the two project coordinators and communication & dissemination contact points.
- > Mutual promotion on social media.
- > Shared list of similar projects and initiatives we can cluster with.
- > Technical meetings and exchange of information (e.g. DG ECHO WORM/Bio4HUMAN meeting on localisation and protection session on April 16, 2024).
- > Participation of the sister project in the WORM’s General Assembly and Workshop at HNPW2024.
- > Cross-promotion on each other’s website with a special webpage entitled [“Our sister project”](#).
- > Appearance of WORM in the [Bio4HUMAN’ project presentation video](#).
- > Joint newsletter (M12).

4. EXPLOITATION

The first concrete step regarding the design of the project exploitation process covers the identification of Key Exploitable Results (KERs).

A KER is a tangible or intangible project output, whatever its form or nature, which has been deemed to be of high priority for project transfer actions: something new that comes out of the project that can be used, has value and is beneficial for the society. This result is selected and considered relevant for its high potential to be "exploited", i.e. to make use and derive benefits down the value chain of a product, process, or solution, or to serve as an important input for policy, further research or education.

At M6, in the PDCE, WORM partners proposed a preliminary table presenting the expected results of the project with potential of exploitation, as well as pathways for exploitation and dissemination.

Table 2: Preliminary list of results with potential of exploitation

Types of result to be exploited	WORM responsible	Target groups	Exploitation and Dissemination to ensure exploitation
Online open-access Catalogue for bio-based solutions for humanitarian actors (and health care actors) including sustainability and technical criteria.	Solvoz	Academia, NGOs, Suppliers, Companies.	Available in open access via the WORM website. The platform will enable data export in variety of formats.

The Catalogue was officially launched the 8 October 2024. It offers an open-access, knowledge portal and catalogue within integrated comprehensive market assessment tool specifically designed to support humanitarian organisations, health workers, and sustainability experts. This initiative provides key stakeholders with a transparent, knowledge-driven marketplace for bio-based products and alternatives.

The launch of the Catalogue presents a unique opportunity for manufacturers, companies and other private sector entities as they can directly inform humanitarian procurement processes and play a critical role in the global push towards greener, more sustainable operations.

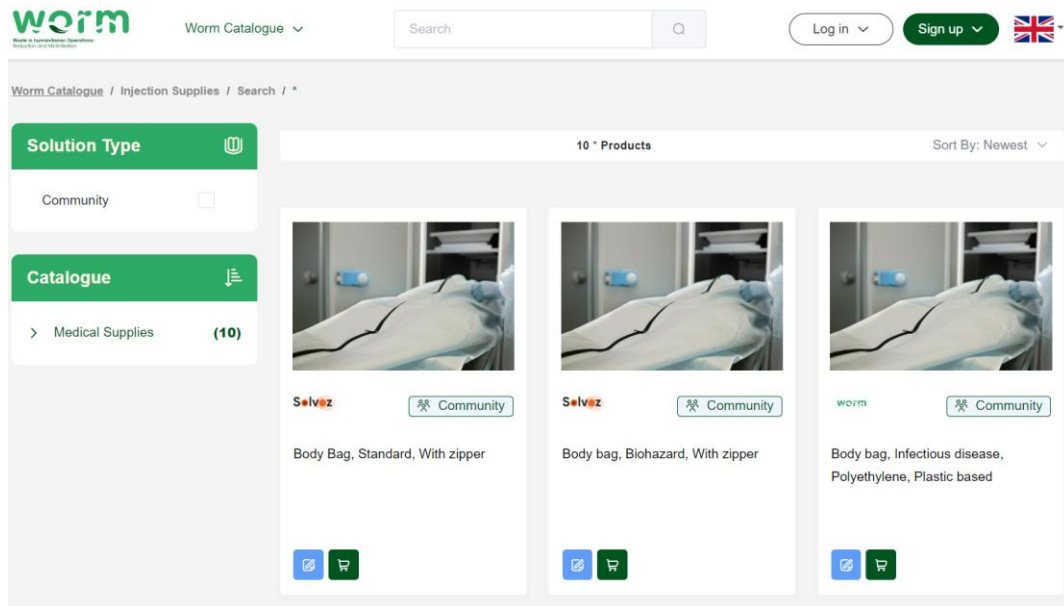


Figure 20: WORM Catalogue

5. IMPACT ASSESSMENT

Monitoring the impact of the different communication and dissemination activities involves a systematic collection of data and reporting of information from all partners. This information serves to deliver the final verdict on the success of the dissemination process undertaken by the project.

In order to measure the success of the implemented communication and dissemination activities, a detailed communication and dissemination plan was created at M6 in order to check that all activities are planned and are effectively taking place, integrating Key Performance Indicators (KPIs) to measure the impact of each dissemination and communication activity. KPIs are a measuring factor for the performance and progress of an activity, message, task, etc. towards its expected impact. Several KPIs have been defined for each activity. They are being used to assess the performance of the communication and dissemination activities all along the project duration and re-orientate the communication and dissemination plan when KPIs are not matched, and the expected impact not reached.

The figure presenting the KPIs reached at M12 compared to targets that have been set to measure the success of the communication and dissemination actions at the end of the project (M24) is available below (figure 21). For this mid-term evaluation, the targets were adapted to fit the expected targets due at M12 (e.g., if 4 workshops are expected by M24, we considered that the target at M12 is 2 workshops).

The following scale was used to score each KPI:

- If the results are lower than 50% of the target, the result is considered as Low.
- If the results are lower or equal to 75% but above 50%, the result is considered as Moderate.
- If the results are lower or equal to 100% but above 75%, the result is considered as Good.
- If the results are higher than 100%, the result is considered as High.

At M12, more than half of our KPIs received a ‘High’ score, and over 9/10 are either ‘High’ or ‘Good’ (as reported in Table 3). The activities are thus well on track with the work plan.

Table 3: Distribution of KPI evaluation scores

Score	High	Good	Moderate	Low
% of KPI	59%	35%	0%	5%

Dissemination or communication channel	Name	When (and where, if relevant)	Target Audience	KPI	Objective for mid-term	WORM Communication and dissemination impact assessment				
						Status of KPI - 20 December 2024	High (>100%)	Good (<100%)	Moderate (<75%)	Low (<50%)
Events organised by the project	Webinars	Whole project duration	Industry, Waste management organisations	Number of webinars	1	2	>1	1	0,75	0,5
				Number of attendees per event	30	38,5	>30	30	22,5	15
	Workshops	Whole project duration	Industry, Waste management organisations	Number of workshops	2	5	>2	2	1,5	1
				Number of attendees per event	20	37,0	>20	20	15	10
Clustering & synergies	Joint actions	Whole project duration	European and International networks & projects	Number of actions by year	2	4	>2	2	1,5	1
Participation in external events and conferences	Practitioner events	Whole project duration	Humanitarian & medical organisations, Waste Management organisations	Number of events	1	5	>2	1	0,75	0,5
	Academic conferences	Whole project duration	Scientific community, Industry	Number of conferences	1	6	>2	1	0,75	0,5
Com/diss. material and activities	Website	Whole project duration	All	Number of views	2000	1523	>2000	2000	1500	1000
				News per year	12	18	>12	12	9	6
	Social medias (LinkedIn, Twitter, Facebook)	March 2024	All	Number of followers	150	621	>150	150	112,5	75
				Posts per year	24	105	>24	24	18	12
	Newsletters	Every 6 months - 1st issue in June 2024	All	Number of issues	2	2	>2	2	1,5	1
				Number of subscribers	250	104	>500	250	187,5	125
Press releases	Whole project	All	Number of press releases	1	1	>1	1	0,75	0,5	
Publications	Scientific publications in journal	Whole project duration	Scientific community, Industry	Number of publications	1	1	>2	1	0,75	1
	Policy brief	Whole project duration	Policy and decisionmakers at local, national, European and international levels	Number of policy brief	4	4	>4	4	3	2
	Press media, non-scientific articles	Whole project duration	All	Number of articles	1	1	>1	1	0,75	0

Figure 21: Status of KPIs

The highest performing KPIs are related to the organisation of webinars and workshops, with a high number of attendees, the number of followers on the WORM social media and the number of posts published, the number of joint actions with projects and initiatives related to the circular economy, and the participation in external events to disseminate the project results.

The lower performing KPI is related to subscribers to the project newsletter which can be explained by the fact that the KPI set for this activity was very high from the start for a 2-year project (target: +500 subscribers to the newsletter). Additional efforts and new actions have already been taken by the consortium to increase the performance of this KPI, such as an intensive dissemination of the newsletter subscription form through WORM’s social media, in order to reach the numerous followers, and other external networks thanks to the mobilisation of the partners. All attendees to WORM events will also be asked if they wish to subscribe to the newsletter in order to be kept informed of the project’s progress.

6. CONCLUSIONS

The communication and dissemination activities have been carried out in line with the Grant Agreement and the strategy and the objectives defined in deliverable D7.1 (PDCE). During the first half of the project, all partners successfully participated in the communication activities and dissemination of the first significant results of the project.

At M12, the analysis of KPIs for the period is very satisfying: the indicators measuring the performance of the communication and dissemination actions at mid-term are mostly 'high', with just one KPI behind schedule and for which we are planning additional efforts in the second half of the project, as described above.

The conclusions of this mid-term report will be taken into account for the annual update of the PDCE.



ANNEX 1 – Tracking table

Dissemination activity (please select from the drop-down list)	Name of event/activity	Description of the activity and its objectives (with references to a specific project output) Max. 200 characters	Leading partner	Other partners involved	Date (if relevant)	Place	Dissemination level	Target Audiences												Type of outcome #1	Results of outcome one #1			
								Industry, business partners	Innovators	EU institutions	National authorities	Regional authorities	Local authorities	Civil society	Citizens	Research communities	Specific end user communities	International organisation (UN body, OECD, etc.)	Investors			Other, please specify in comments		
1	Conferences	European Humanitarian Forum 2024	Participation and promotion of WORM	Hanken	Solvoz	18/3/2024	Brussels, Belgium	European	x	x	x	x	x	x	x	x	x	x	x	x	x	x	Number of participants	576
2	Conferences	Bioeconomy Changemakers Festival 2024	Participation	Hanken	Euronovia	13/3/2024	Online	European																
3	Conferences	HNPW2024	Interactive public session about WORM	Hanken	all	8/5/2024	Geneva, hybrid	International	x	x	x	x	x	x	x	x	x	x	x	x	x	x	Number of participants	44
4	Conferences	Vietnam's National Conference on Disaster Prevention and Response	WORM presentation	RMIT	VNRC	9/5/2024	Da Nang, Viet Nam	National	x			x	x	x	x								Number of participants	290
5	Meetings	Internal FRC meeting	Brainstorming session	FRC	Hanken	22/5/2024	Kalkku, Finland	National	x									x	x				Number of participants	9
6	Education and training events	WORM webinar	WORM webinar on "Greening the Humanitarian sector through Innovation Friendly Procurement", with presentations from WORM and also cases of three innovative solutions.	IN	Solvoz	25/6/2024	online	International	x	x									x	x			Number of participants	32
7	Education and training events	WORM workshop & webinar	WORM sustainability workshop organised with DG ECHO on "Development of a Sustainability Procurement Framework: Towards Humanitarian Procurement for Long-Term Impact"	Solvoz	KLU	25/6/2024	Online	International	x	x	x									x	x	x	Number of participants	48
8	Conferences	WORM webinar	WORM Webinar on "Strengthening Medical Waste Management Systems to Reduce the Environmental Impact of Humanitarian Operations"	PSA	RHSC	17/09/2024	Online	International	x	x		x	x	x						x			Number of participants	37
10	Conferences	WORM WORKSHOP	Workshop "Medical Waste Management: An Overview of existing Disinfection Practices"	PSA		26/09/2024-27/09/2024	Kisumu, Kenya	Local	x			x	x	x						x	x		Number of participants	22
11	Conferences	WORM WORKSHOP	Workshop "Medical Waste Management: An Overview of existing Disinfection Practices"	PSA		10/3/2024	Online	International	x											x	x	x	Number of participants	11





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