The LIFE BIOREST communication and dissemination experience

- EU project funded by the LIFE PROGRAMME 2015 Environment and Resource efficiency
- Total budget: 1.710.267 € | EC Contribution: 968.274 €
- Coordinating beneficiary: Consorzio Italbiotec (Italy) + 6 partners from Italy, France, Spain
- Duration: 2016 – 2019

ENVIRONMENTAL PROBLEM

Nowadays, there are more than 650,000 registered sites where polluting activities took/are taking place; more than 65,500 sites have been remediated*. The most frequent contaminants are mineral oils and heavy metals and “dig-and-dump”, the technique is the primary remediation procedure adopted which implicates the excavation and off-site disposal of contaminated soil. Despite the fact that biological methods have been already demonstrating their efficiency, they are used in less than 10% of soil contamination sites.

PROJECT OBJECTIVES

LIFE BIOREST experimental activities are focused on validating a sustainable bioremediation model able to treat hydrocarbons, benzene, toluene, xylene and alkanes which are, together with heavy metal, 45% of the total contaminants in Europe. The method tested at the industrial level at one of the most Italian hydrocarbon polluted soil demonstrates its replicability in other EU contaminated soils.

PROJECT RESULTS

- Optimization of bioremediation method in efficiency and cost-effectiveness terms
- Dissemination the bioremediation advantages
- Disseminate at the European level the clear societal benefits of addressing the issue of soil contamination

*JRC, Status of local soil contamination in Europe: Revision of the indicator 2018

"Progress in the management contaminated sites in Europe" 2018
**OUR RESULTS**

The first part of the Study is carried out by surveys handed out to the target audience during public events and communication actions, which are also aimed at promoting project objectives, showing on-going activities and results. A total of **750 surveys** and **5,548 responses** were collected. The survey results suggest the need to strengthen public awareness on soil pollution.

![Bar chart showing the percentage of responses for different types of pollution among different audience groups.](chart.png)

- **Policy makers**
- **Researcher & Entrepreneurs**
- **General public**

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Raising awareness

OUR RESULTS

10. Public events, stakeholder meetings, workshop

+15. Seminars, lessons and labs practices for High School students and Teachers, International Summer School

5. Networking actions with other LIFE projects

+10. International congress and workshop participation

+65. Videos produced, +50.000 people reached

- 273 attendees of the Biorest Kick-off meeting and stakeholders meetings
- 564 attendees of the public workshops and conferences
- 150 attendees of the Mid-Term workshop

- +1,000 students and 20 teachers of secondary and high schools involved in seminars and soil protection initiatives
- 50 videos produced by students
- 30 students involved in the International Summer School

8 other LIFE projects involved in dissemination initiatives

5 poster presentation, 7 oral presentation

“Ambassadors of Science. Biotechnologies are for you!” An ideas competition for soil protection (Bologna – Fondazione Golinelli, September 25, 2017). The #VerdePerTutti ideas competition aimed at involving students in pollution issues, particularly soil, its prevention and treatment, and encouraging them to become active in raising public awareness.
Life Biorest ambassadors

1. **SOIL REMEDIATION LABS EXPERIENCE.** Students carried out practical laboratory activities on bioremediation method as testing at industrial scale at the LIFE BIOREST site. Over 800 students were involved in lab activities.

2. **BECOME SOIL PROTECTION AMBASSADOR.** The #VerdePerTutti competition was designed as video contest focused on encouraging student to become “Soil protection ambassadors”. Over 200 students participated in the #VerdePerTutti contest with 50 promotional videos produced and web disseminated to raising public awareness on soil pollution, bioremediation and sustainable use of natural resources.

3. **SOIL REMEDIATION ON THE FIELD.** Lessons on phytoremediation at the LIFE BIOREST testing site have been carried. They provide a shared direct experience of the biological method tested by students at the lab scale.

Videos are available on [www.lifebiorest.com](http://www.lifebiorest.com) and Italbiotec YouTube channel

Phytoremediation lessons

awards ceremony

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Many thanks for your attention!