

# After-Life Communication Plan



LIFE10 ENV/ES/456







## 1. What is Medicool?

The LIFE+ Medicool (LIFE10 ENV/ES/456) project has implemented and demonstrated the operation of a solar cooling plant (the largest in the world) meeting the air conditioning needs of a pharmaceuticals warehouse. It was developed between 2011 and 2014 at the headquarters of Hefame Group in Santomera, Murcia (Spain).

The consortium consisted of Hefame Group ([www.hefame.es](http://www.hefame.es)) as coordinating beneficiary, ARGEM (Energy Agency of the Region of Murcia until April 2013) and EuroVértice Consultants ([www.eurovertice.eu](http://www.eurovertice.eu)).



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## 2. Medicool results to be disseminated after the end of the project

- Medicool has successfully demonstrated the feasibility and advantages of the world's largest solar cooling plant.
- The Medicool plant can generate 1.8 MWh of cooling and 2.2 MWh of heating power per year.
- It reduces the costs of power generation in about 140 000 €/year.
- It avoids emitting nearly 740 tons of CO<sub>2</sub> per year, which is equivalent to the absorption power of 135 hectares of forest.
- It creates employment and economic activity. Medicool has generated 18 qualified jobs for building, monitoring, optimizing and controlling of the plant.





### 3. How to disseminate and transfer the results of Medicool?

Medicool results will be disseminated and transferred through the following tools:

- **Demonstration plant**

The demonstration plant is fully operational and will continue being open to visitors. Thus, the numerous people coming to Hefame headquarters will be invited to discover and visit the plant. This activity will be developed by Hefame.

- **Subject guides**

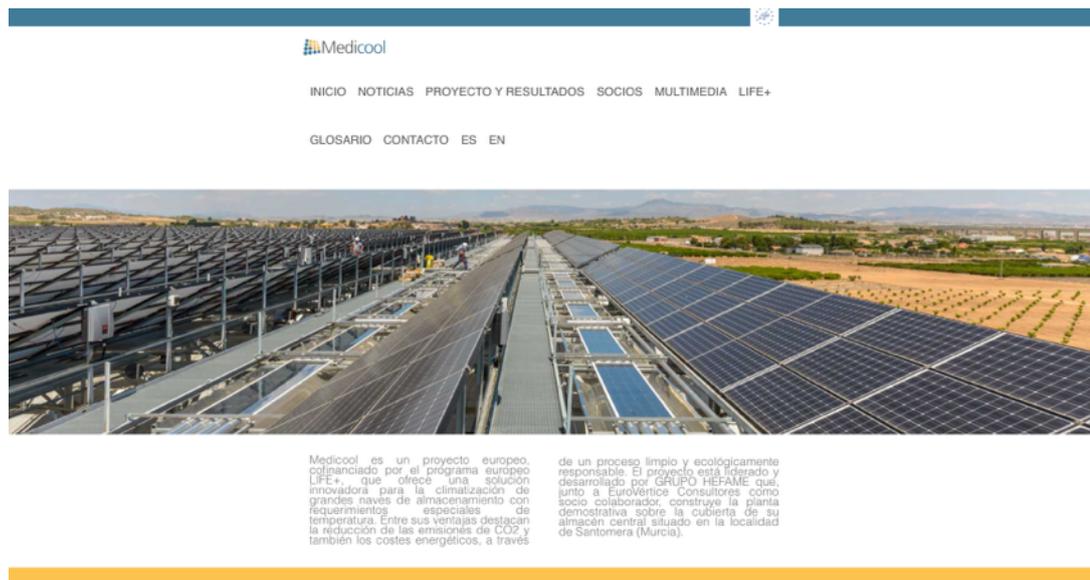
3 guides have been developed and made available to the public on the project's website. They describe technical details of the system and explore the possibility of transferring it to other health-related infrastructure and, in general, large buildings with similar needs.



Subject guides

- Website

The website will be operational at least 5 years after project completion. EuroVértice will maintain it and deal with incoming requests, providing information and facilitating the dissemination of results.



Website Medicool ([www.medicool.org](http://www.medicool.org))

- Scientific and technical publications

Durante la ejecución del proyecto diversas publicaciones científicas y técnicas han sido presentadas. Esta actividad continuará con la colaboración de HEFAME y UPCT (Universidad Politécnica de Cartagena) para la difusión técnica del proyecto.

- Other elements of communication

Already developed materials, such as brochures and the video will continue being used by partners (Hefame and EuroVértice) for the dissemination of the pilot plant. In addition, Hefame will integrate these elements into its corporate communication.

- Active transfer

Perhaps the best way to disseminate and transfer the results of the project is through effective implementation of the system. In this regard, Hefame is developing the plan to deploy it in some of the remaining company warehouses (14 in total). This will be the best demonstration of the effective transfer of the Medicool solution.



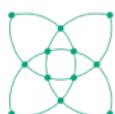




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