



Project Title: **Demonstration of an innovative, environmentally friendly and economically feasible technology for the recycling and valorization of ornamental stone waste**

Project Acronym: **LIFE ZSW**

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Deliverable 4.3

REPLICATION PLAN

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Table of Contents

1. Executive Summary 3
2 - The activities planned..... 3
3 - Activities carried out in the first project period 5

HISTORY OF CHANGES	
PUBLICATION DATE	NOTES
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1. Executive Summary

This Replicability and Transferability Plan reports the strategies which will be put in place by LIFE ZSW partners for facilitating / creating the contacts with potential new “clients/users” (marble and stone industries) and with the sector stakeholders in general, which constitute the main “target” of the activities.

The project coordinator (ISTITUTO INTERNAZIONALE DEL MARMO – IS.I.M) will be the responsible of the Task 4.3 which includes those activities, due to its long term experience and credibility gained into the stone domain and due to its “preferential” relationship with CONFINDUSTRIA MARMOMACCHINE, the biggest national association of the stone sector which join the biggest industries of the domain.

The aim of the Replication activities (in parallel with Dissemination) is to show and present the project outcomes obtained during the project. IS.I.M. foresees to continue the Replication activities after project too, as a key marketing issue

IS.I.M could have the possibility of exploiting the stakeholder database of CONFINDUSTRIA MARMOMACCHINE for sending invitations to the relevant Italian actors of the domain, for inviting them to the dedicated events carried out in Italy. For the replication activities in Spain, the Spanish partner and the same CONFINDUSTRIA MARMOMACCHINE will put at disposal links and contacts for selecting the most relevant stakeholders and invite them to the events of exhibitions in Italy or Spain.

The main preparatory activity of the tasks T4.3 is to establish the specific actions to be undertaken during and beyond LIFE ZSW, considering the different target audiences.

At the end of the project the D4.4 will summarize the goals of replication activities carried out until the M42 (project end) and draft a Replication-Dissemination Plan for the after-Life.

2 - The activities planned

The activities planned could be summarized as follows:

- To prepare some presentations of the offered LIFE ZSW solutions and of the results obtained by the project until the date. Many generic documents (slides, brochures, posters, etc.) are already available as prepared for the dissemination activities.
- To organize demonstration events / workshop to be carried out at the demo sites: the first at ALFA MARMI (Napoli province), is ready since Jan. 2025, the second at MARINI MARMI (Bergamo province) will be available for visits from Jan. 2026, the third at ALGUENA STONE (Alicante-SP) from the last months of 2026.
- To identify key stakeholders which could collaborate for the replication purposes. The collaborations will start with some Italian and Spanish partners, and will subsequently be extended to other foreign countries where the stone industry is developed as Portugal, Poland, Turkey, etc.

- To organize events and meeting in collaboration with stone districts, consortia, clusters and other type of associations.
- To inform and involve Universities and other Research Institutions for collaborating; some shared activities are already in place with the Universities of Verona, Napoli and Cagliari.
- To participate in BtoB meetings with stone sector companies during specialized exhibitions (at first MARMO+MAC in Verona and PIEDRA in Spain, in the future).
- To elaboration some agreement or contract formats to propose to the potential clients, for describing all the requirements (site, logistic, legal, technical, etc.), for the implementation of a new plant.
- To record the results of the meetings carried out with relevant stakeholders representatives and the “next step” plans.
- To finalize agreements and contracts reached with new customers
- To prepare some technical guides to distribute to the general audience.
- To publish on the project website (and on the social networks) the news related to the main replication carried out.

The plans and dates could exactly define now as IS.I.M. intents to exploit the opportunities that appears due to the development / increase of the relationship and of the interest demonstrated by the sector in general.

For those initiatives, IS.I.M. could count with an “audience” of 2,000 medium and large industries in Italy, while Spain accounts 1.300 enterprises, Poland more than 1.000 (data: International Stone Network of Marmomachine). Turkey (the third worldwide producer) account with more than 3.000 stone industries which are very interested in developing the ZSW processes there: the general manager of the Directorate of Mining and Petroleum Affairs, part of the Turkish MAPEG (Ministry of Energy and Natural Resources) declared its interest in setting up a first demo plant at one of the biggest stone industries (TUREKS Turunç Madencilik).

The replication activities will address (in Italy) the stakeholders located into the most important marble and stone areas, starting from:

- The associations which operate in Verona province (and Veneto): VERONA STONE DISTRICT, CONSORZIO DELLA VALPOLICELLA, CONSORZIO DELLA VALPANTENA, CONSORZIO DELLA LESSINIA. The aim to go on with the presentations and demonstrations for reaching the majority of the 300 medium-large size enterprises of that area.
- The CARRARA- ALPI APUANE district (the biggest in Italy) with more than 400 industries which process the white local marbles.
- The TIVOLI-TRAVERTINO area, where the “Consorzio del Travertino Romano” joins the 50 most relevant industries of the area.
- The Sardegna area (Granito, Marmo di Orosei, etc.), where more than 50 industries process the local stones.

During the second half of 2026, IS.I.M. will start the replication activities outside Italy, by contacting some Spanish stone associations in that Country and then beyond (Turkey for instance).

3 - Activities carried out in the first project period

Since 2023, IS.I.M. key persons carried out several meetings with Italian and International stakeholders, thanks to the collaboration of dr. Flavio Marabelli (vice-president of Confindustria Marmomacchine) and of dr. Roberto Bianconi, expert of the marble sector:

- a) During the MARMO+MAC exhibitions (sept. 2023 and sept. 2024), ing. Paolo Marone and ing. Floriano Tosato could present the ZSW project in several sessions, in Italian (for the Italian industries) and in English for the foreigners.
- b) During the Confindustria Marmomacchine annual assemblies (June 2023 and June 2024), , ing. Paolo Marone could make a short presentation to most relevant executives of the sector, concerning the opportunities offered by the “ZSW Replication agreement” which could allow the customers to easily adopt Circular Economy practices and to solve the big trouble given by the use/reuse/dispose of the sludge wastes, setting up new business opportunities, too.
- c) The industry project partners (ALFA MARMI and MARINI MARMI) personally contacted several “colleagues” for informing them about the project and for inviting them to see the plant operating.

Other major activities carried out during this first project period the project are:

- FIRST REPLICATION WORKSHOP at Verona Fiere (27 September 2024), a meeting organized by IS.I.M. with the participation of the most relevant Italian institution (public and private) of the marble domain.
- SECOND REPLICATION WORKSHOP at Grezzana (VR) where IS.I.M. could interact directly with the industries of the Verona Stone District, the second in Italy (after Carrara-Alpi Apuane).
- FIRST DEMONSTRATION OF THE OVERALL ZSW PROCESS at the first demo site (ALFA MARMI – Napoli province) with the presence of executives of the Verona Stone District and of researchers of the Università di Verona. That first demonstration got a good success and it will be replicated in the future, as the possibility of seeing the plant operating is a plus to motivate new potential customers.

Several other “replication” actions are ongoing, other planned for the future, going on with the involvement of the most relevant local consortia or groups, which are the mandatory “door” to be open for interacting with the single enterprises with authority and credibility.