

Grant agreement number 265167

WaterDiss2.0

Dissemination and uptake of FP water research results

DELIVERABLE N° D.1.4

Compendium V1

Authors: Darla Nickel, Ulf Stein, Johanna von der Weppen (Ecologic Institute)

Start of the project: 1 January 2011

Duration: 3 years

Organisation name of lead contractor for this deliverable: Ecologic Institute

Final version

Due date of deliverable: M 12 – December 2011

Actual submission date: M 12 – December 2011

Project co-funded by the European Commission with the Seventh Framework Programme		
Dissemination level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services).	
CO	Confidential, only for members of the consortium (including the Commission Services).	

Content

- 1 Introduction..... 1**
- 2 Updated analysis of questionnaire and interview data..... 2**
 - 2.1 Questionnaire responses..... 2**
 - 2.2 Interview Responses 10**
 - 2.3 Results and best practice 15**
- 3 Dissemination Strategies 17**
- 4 Conclusion 20**
- 5 Appendices 21**

I Introduction

At the end of each project year, a compendium of the work and analysis performed during the year will be issued. This deliverable is the first compendium out of a series of 3 and will concentrate on the work that has been performed during the first year in work package (WP) 1. The objective of WP1 is to identify and analyse relevant EU-funded research projects addressing key water management challenges and liaise with project coordinators to develop an Individual Dissemination Strategy for each of the projects. Within WP1 the main focus will be on Task 1.4: the analysis of potential uptake of project results.

This document presents the results of the first questionnaires and interviews conducted by the consortium with project coordinators. Based upon an analysis of the responses, WaterDiss2.0 developed a generic analysis grid and a dissemination strategy template, both presented in D14. In the following months, these tools will be used to develop project-specific strategies for furthering and expediting the uptake of project outputs.

2 Updated analysis of questionnaire and interview data

In cooperation with STREAM and Step-Wise, WaterDiss2.0 selected 65 projects based on the research needs for improved water policy implementation identified by the CIS-SPi conference in September 2010 in Brussels. Both completed and running projects are included in the selection. The first objective of this year was to design and conduct a questionnaire, which was completed by project coordinators of projects already ended. The questionnaire responses serve as a basis for further inquiry during interviews. The questionnaire design took place between months 2-4, and a detailed account of its creation and administration can be found in Deliverable 1.1. The final version was created online using LimeSurvey. A link to an example survey can be found [here](#).

To date, 22 completed questionnaires have been submitted and 12 follow-up interviews have been carried out. The dashboard of projects with updated information on their current status can be found in appendice 1. This chapter presents the key questions of the questionnaire/interview process, partner experiences with the questionnaire and interview process, an overview of questionnaire results, an overview of interview results, and a brief discussion.

2.1 Questionnaire responses

At the start of the project, questionnaires focused on projects that are no longer running (Phase 1/Pilot Phase). By doing so, the WaterDiss2.0 partners followed a three-step approach, which consisted of:

- contacting project coordinators,
- sending the questionnaires and asking project coordinators to complete it
- conducting an interview.

Based on the 22 responses, appropriate statistics were generated for questions when possible. The summary statistics give a concise picture of project themes, outputs, and previous dissemination approaches while highlighting trends across projects. Figure 1 gives general information about the respondent projects. 15 out of 22 projects indicated that they want to collaborate with WaterDiss2.0. Beyond naming participating projects, their specific responses will remain internal to WaterDiss2.0 partners.

Figure I: General Overview of Questionnaire Responses

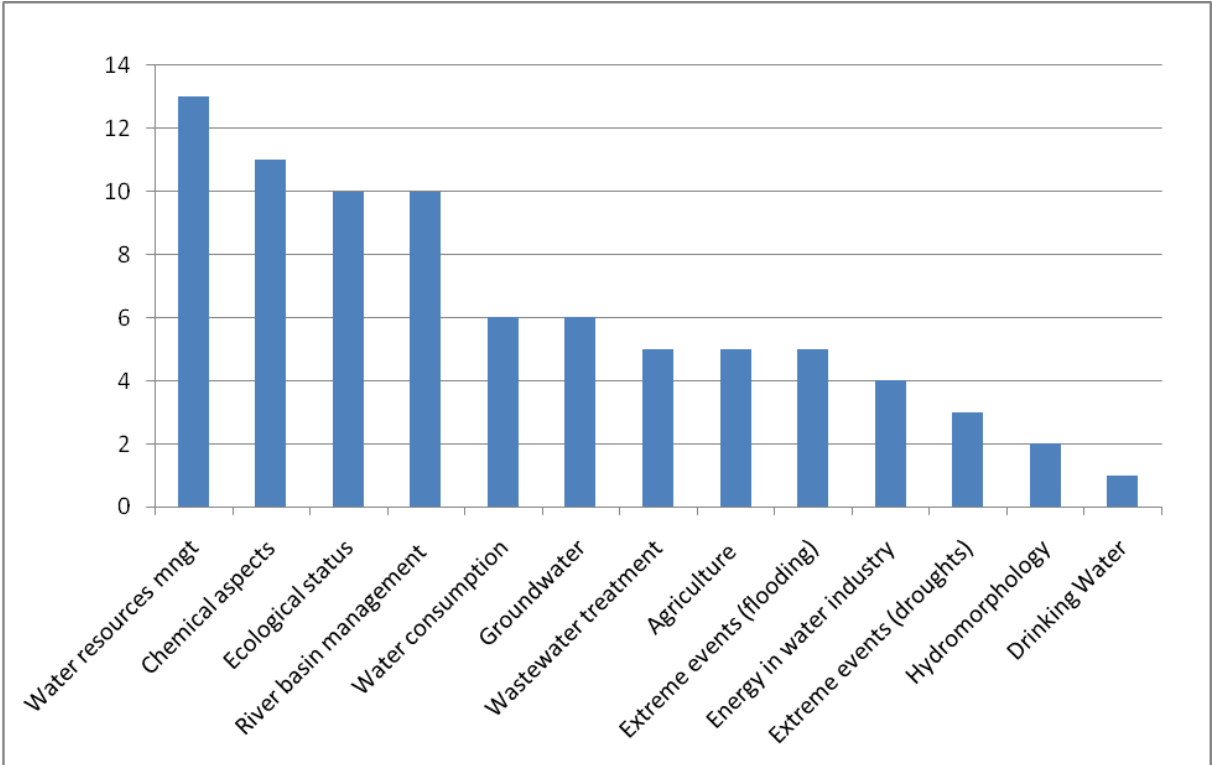
Project Title	Funding cycle	Project end date	Project coordinator	Coordinating institution	Location of lead i ¹	Interest in collaboration
INNOVA-MED	FP6	2010-05-31	Dr. Mira Petrovic	IDAEA-CSIC (Instituto de Diagnóstico Ambiental y Estudios del Agua)	ES	x
AWARE	FP6	2008-06-30	Anna Rampini	CONSIGLIO NAZIONALE DELLE RICERCHE IREA - ISTITUTO PER IL RILEVAMENTO ELETTRROMAGNETICO DELL'AMBIENTE - DEPARTMENT OF MILAN	IT	x
HYDRATE			Marco Borga	Università di Padova	IT	x
WADI	FP6	2008-12-31	Prof. Felicita Scapini	University of Florence (IT) - Department of Evolutionary Biology	IT	x
REBECCA	FP6	2007-05-31	Dr Seppo Rekolainen	Finnish Environment Institute (SYKE)	FI	x
QUALIWATER	FP6	2010-10-31	Antonio Lopez Francos; Ramón Aragüés	CITA (Centro de Investigacion y Tecnologia Agroalimentaria de Aragon)	ES	
BRIDGE	FP6	2006-12-31	Hélène Pauwels	BRGM	FR	x
NEPTUNE	FP6	2010-03-31	Hansruedi Siegrist	Eawag	CH	
GABARDINE	FP6	2008-10-31	Prof. Martin Sauter	Geoscience Centre, University of Göttingen (GZG) Dept. Applied Geology	DE	x
EUROWET	FP6	2005-04-30	Philippe Negrel	BRGM	FR	x
RISKBASE	FP6	2009-12-31	Silvia Diaz, Damia Barceló	IDAEA-CSIC	ES	x

¹ Official country codes of the European Union: <http://publications.europa.eu/code/pdf/370000en.htm>

Project Title	Funding cycle	Project end date	Project coordinator	Coordinating institution	Location of lead i ¹	Interest in collaboration
HYDRONET	FP7	2011-11-30	Paolo Dario	Scuola Superiore di Studi Universitari e Perfezionamento Santa Anna - CRIM Lab	IT	x
MODELKEY	FP6	2010-01-31	Dr. Werner Brack	Helmholtz Centre for Environmental Research - UFZ	DE	x
ACQWA	FP7	2013-09-30	Martin Beniston	University of Geneva	CH	x
REMOVALS	FP6	2011-06-16	Prof. Azael Fabregat, Dr. Christophe Bengoa	Departament d'Enginyeria Química, Escola Tècnica Superior d'Enginyeria Química, Universitat Rovira i Virgili	ES	x
CROPWAT	FP6	2010-03-31	Prof. Radmila Stikic	Faculty of Agriculture-University of Belgrade	Serbia	x
AMEDEUS	FP6	2008-09-30	Boris Lesjean	KompetenzZentrum Wasser Berlin gGmbH	DE	n/a
AQUAMONEY	FP6	2009-09-30	Roy Brouwer	Institute for Environmental Studies (IVM), Vrije University	NL	n/a
NEWATER	FP6	2009-02-28	Prof. Dr. Claudia Pahl-Wostl	Institute of Environmental Systems Research, University of Osnabrück	DE	n/a
EUROLIMPACS	FP6	2009-01-31	Martin Kernan	University College London	UK	x
AQUATERRA	FP6	2009-12-31	Prof. Dr. Peter Grathwohl/ Elisabeth Baier	EBERHARD KARLS UNIVERSITÄT Tübingen	DE	n/a
WetWIN	FP7	2011-12-31	Dr. István Zsuffa	VITUKI Environmental and Water Management Research Institute Non-profit Ltd.	HU	

Figure 2 highlights project themes and assigns them to categories. Coordinators could select multiple themes for each project. 13 out of 22 projects address water resource management, 11 address chemical aspects, 10 address ecological status, 10 address river basin management, 6 projects address water consumption, and 6 address groundwater. The other themes are mentioned less frequently.

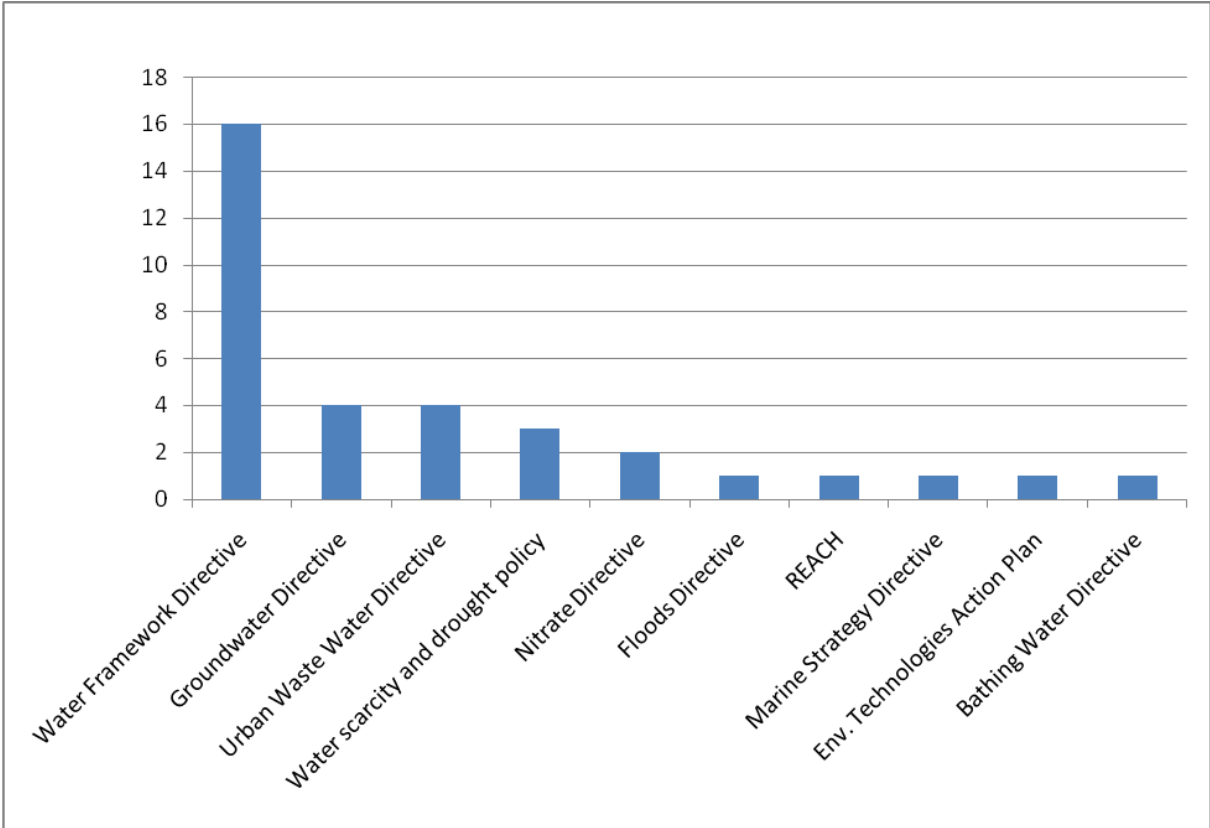
Figure 2: Project Themes (number of projects dealing with each theme)



One project, **WetWIN**, addresses integrated wetland management, in addition to the categories offered in the questionnaire.

Figure 3 shows which policies respondent projects are most often linked to. Coordinators could select multiple policy topics to which the project has links to. To date, no projects are relevant to the Drinking Water Directive, the Industrial Emissions Directive, the Sustainable Consumption and the Production Action Plan.

Figure 3: Policy Linkages (Number of projects linked to each policy)



16 projects said that they were linked to the Water Framework Directive, the most common policy amongst the projects linkages. 4 projects had links to the Groundwater Directive and 4 projects to the Urban Waste Water Directive. 3 projects addressed the Water scarcity and drought policy and 2 projects with the Nitrate Directives. Other policies were mentioned less only once. To date, no projects are relevant to the Drinking Water Directive, the Industrial Emissions Directive, the Sustainable Consumption and the Production Action Plan.

The following projects relate to policies that were not present in the questionnaire:

- Eurolimpacs - Habitats Directive: addresses the interaction between water and other European policies, notably those relating to protected areas (Habitats and Birds Directives)
- Newater - Soil Framework Directive: Soil Framework Directive, Pesticides Directive
- RiskBase -EU soil protection policy and a Soil Framework Directive

Figure 4 breaks down all reported outputs by different categories. The number of outputs a project coordinator could describe were limited to their four 'most important.' Two projects have only 2 outputs, three projects reported 1 output and one project reported no outputs, which is due to the fact that the questionnaire was filled out by the WaterDiss2.0 consortium previous to conducting the interview, due to lack of time of the project coordinator. The majority indicated 3 or 4 outputs. 20 out of 67 reported outputs are methodologies, 14 are guidance documents, 9 are novel technologies/processes, and 13 are 'other.' The 'other' category includes: books, training courses, conflict identification, measures, and further development of technology. Some of the research outputs are not easy to categorize. For example the AQUATERRA project involves a subproject dealing with Science policy interface (INTEGRATOR). A wide number of recommendations and guidelines have been produced during the project lifetime as major achievements. Some of them have been incorporated as EU guidelines for WFD and GWD and discussed during workshops of the CIS groups.

Figure 4: Output Classification (Output type)

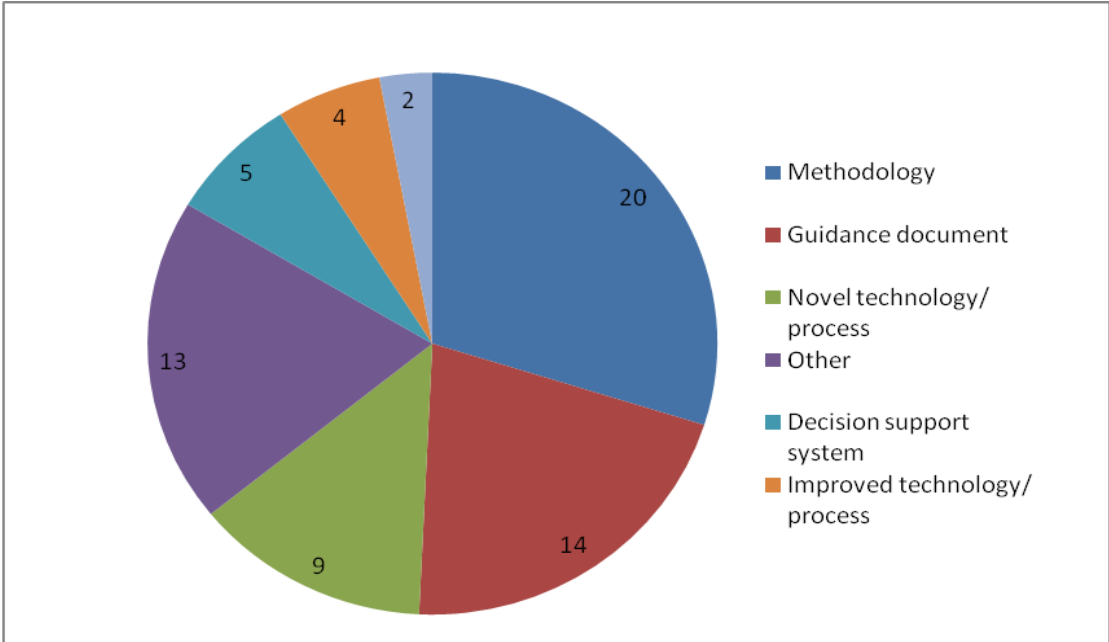
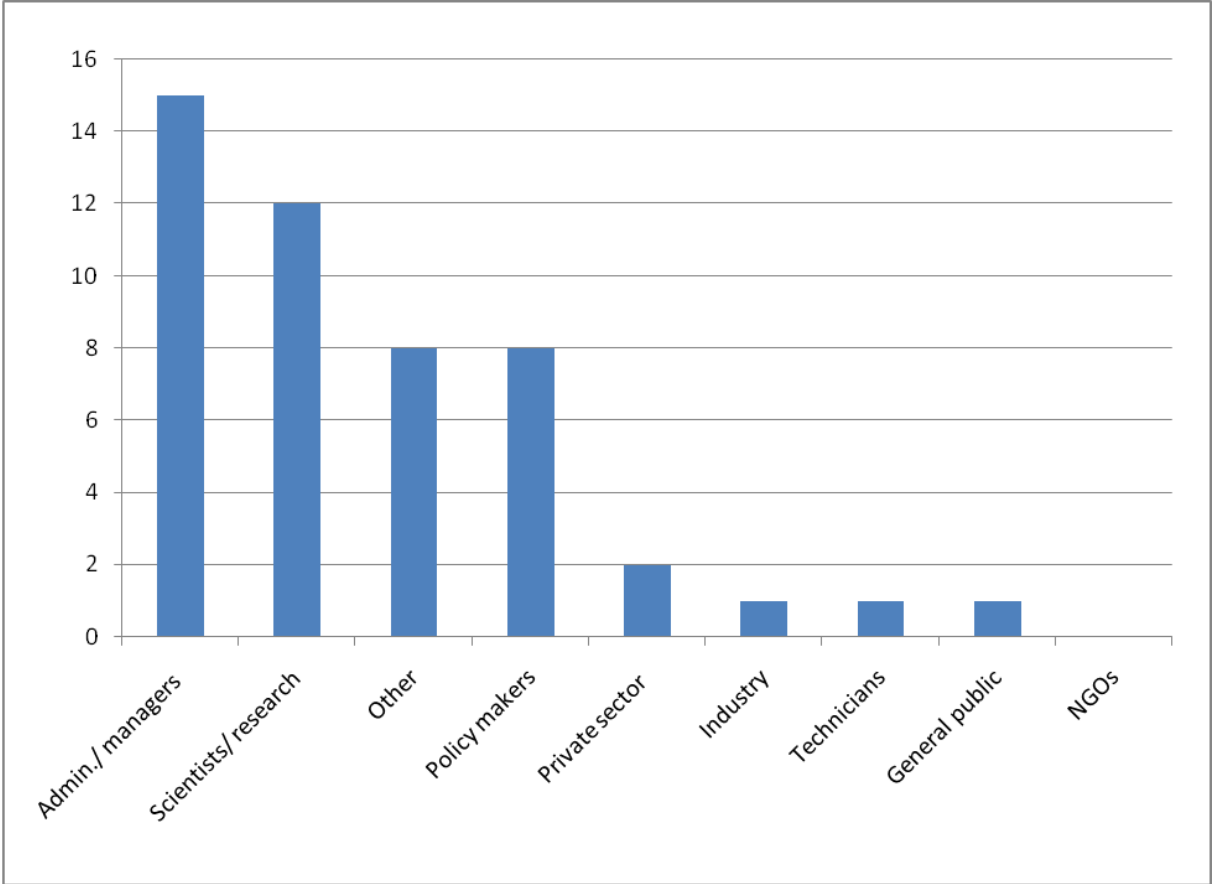


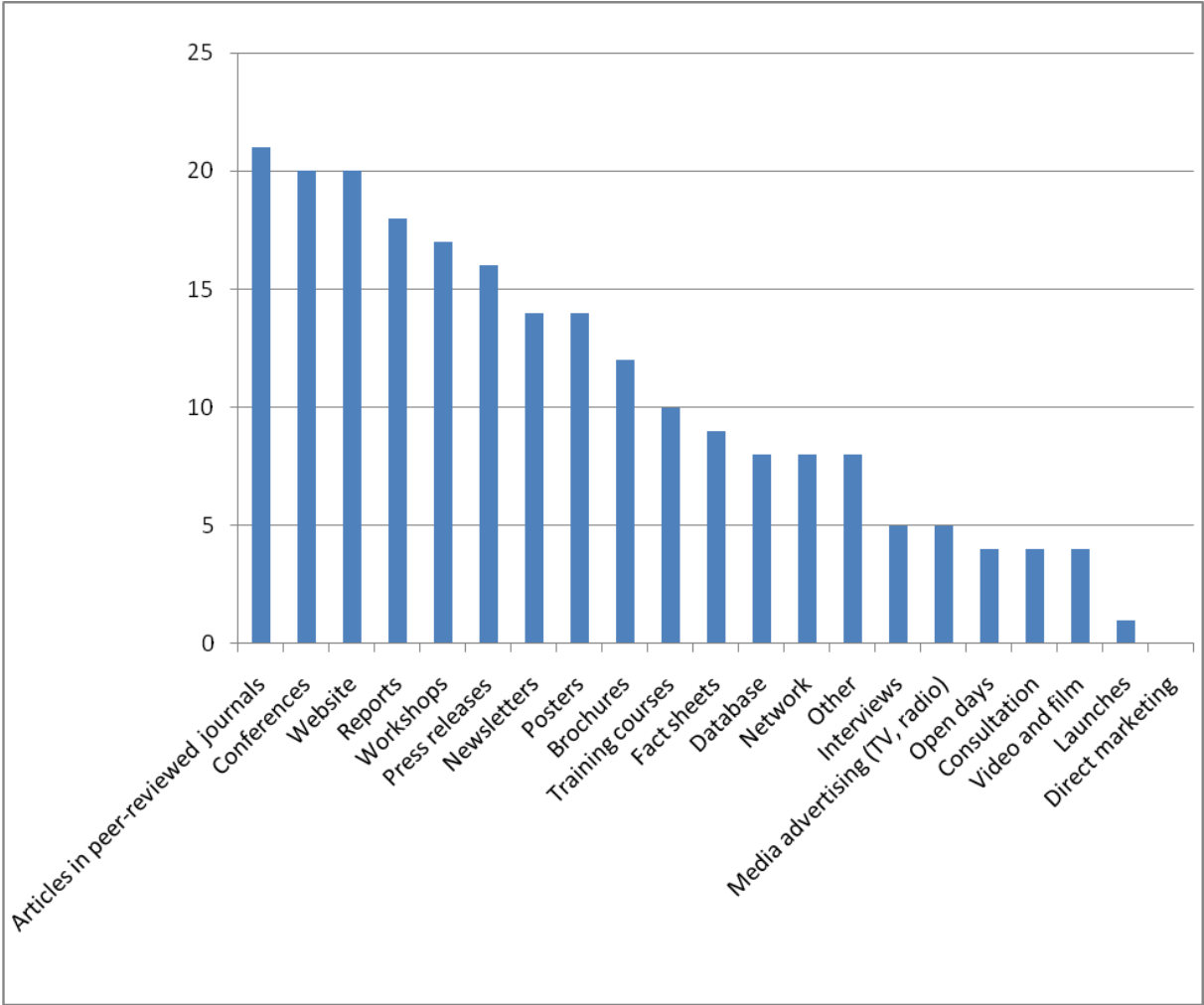
Figure 5 shows the number of projects focused on each type of target group. Many projects had multiple target groups and reported them with varying levels of specificity. 15 out of 22 projects target administrators and managers, 12 target scientists and the research community, 8 target 'other' groups, 8 target policymakers, 2 private sector, and 1 project targets for each target group concerning industry, technicians and general public. The 'other' category includes: DG Environment, environmental agencies, expert groups, coastal guards, harbor authorities, farmers, model developers, Working Groups of the Common Implementation Strategy for the Water Framework Directive, WFD implementing groups at EU and MS level and students. To date, none of the respondent projects have targeted NGOs.

Figure 5: Target Groups



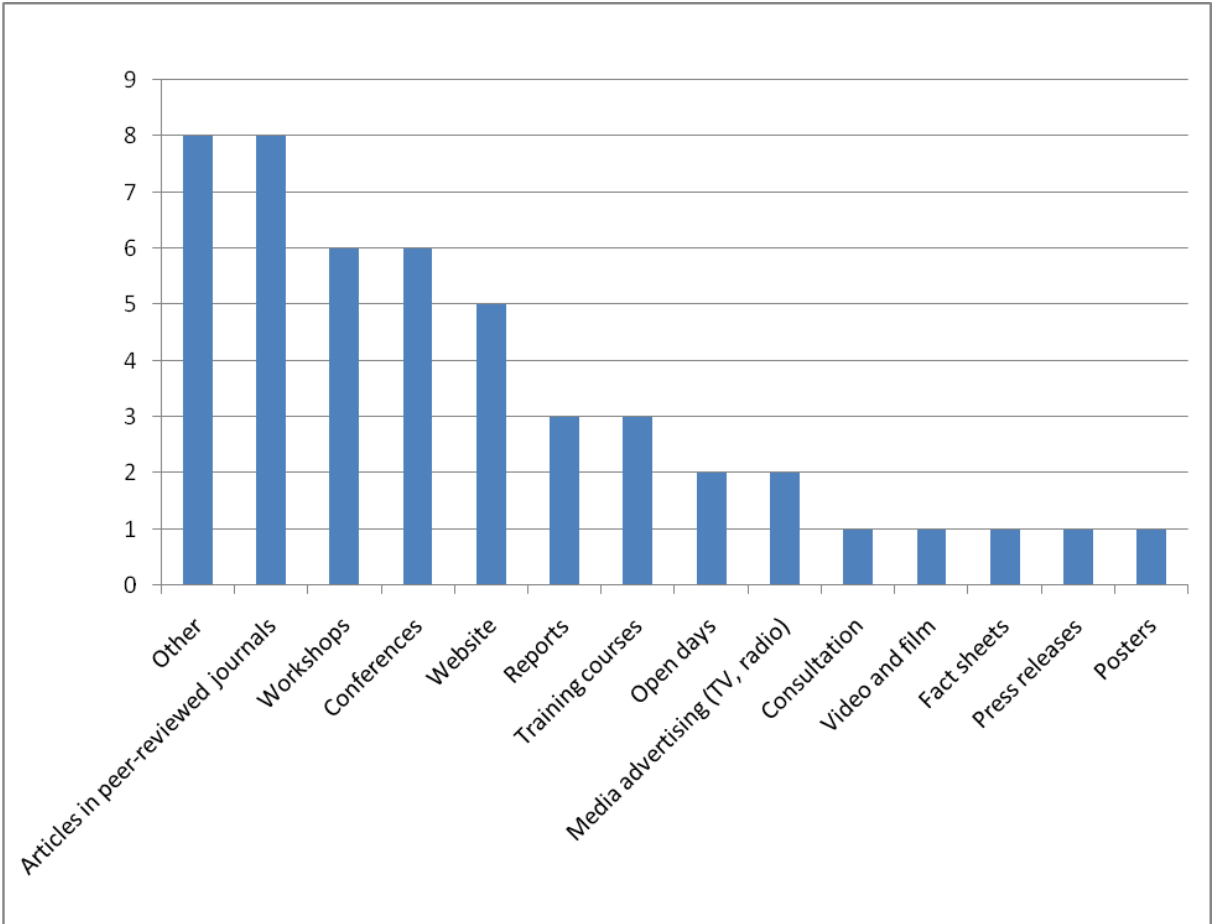
Error! Reference source not found. shows the number of projects utilizing each dissemination mean. All projects used multiple means to reach their target audiences. Articles in peer-reviewed journals were the most commonly used dissemination means (21 out of 22 projects). 20 projects used conferences and a website; 18 projects used reports; 17 projects used workshops; 16 projects used press releases; 14 used newsletters and posters; 10 projects mentioned the use of training courses. Several projects also mentioned the use of factsheets, databases, networks, interview, media advertising, open days, consultation, video and film and launches. To date, no project had used direct marketing.

Figure 6: Dissemination Means



Error! Reference source not found. shows the number of projects that found each mean to be one of its most effective dissemination tools. Coordinators could indicate up to four effective dissemination tools. Eight projects considered 'other' dissemination tools and articles in peer-reviewed journals to be most effective, six projects considered workshops and conferences to be most effective, and five considered websites to be most effective. Only three projects considered reports and training courses to be effective, 2 projects said open days and media advertising was most effective for them, and the following means were voted for by 1 project each: consultation, video and film, factsheets, press releases and posters. The 'other' category includes: working in tandem with target groups, books, field days, presentations at non-conference venues (plenaries, legislative sessions, etc.), and PhD theses. To date, no projects found launches, direct marketing, brochures, databases, networks and interviews to be one of their most effective dissemination tools.

Figure 7: Effective Dissemination Means



2.2 Interview Responses

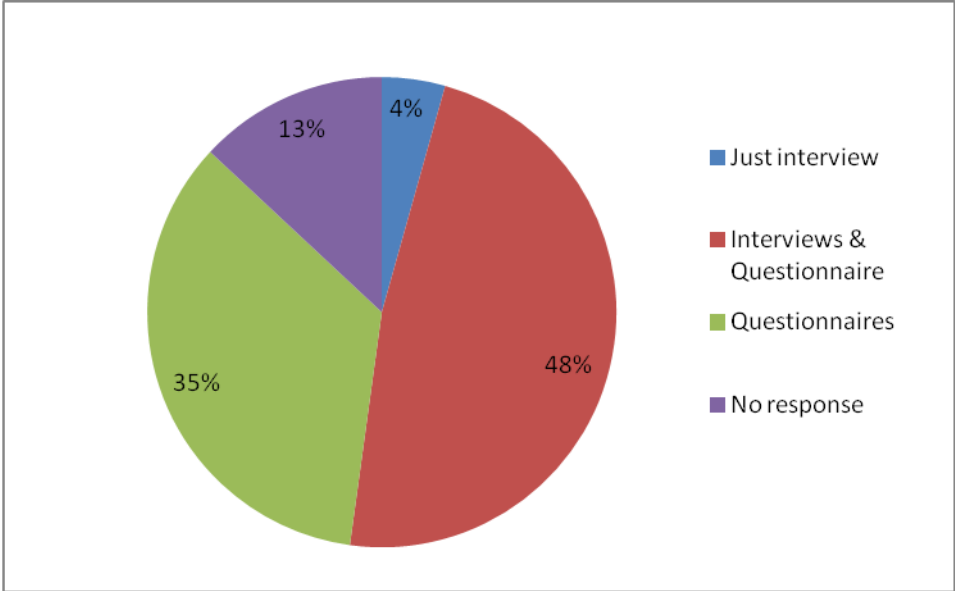
During the first reporting period, Ecologic Institute selected 63 FP6 and FP7 research projects for analysis within WaterDiss2.0. This list of projects to be subsequently analyzed by the WaterDiss2.0 consortium was produced in cooperation with all consortium partners as

well as STREAM and Step-Wise. Ecologic Institute collated information from various sources: studies on dissemination and uptake of technology, research results, and methodologies for conducting questionnaires and interviews. A select group of projects were studied more in depth by identifying project objectives, outputs, embedded dissemination activities, and potential future impact of the outputs. From the list of over 60 projects identified, invitations to participate in a questionnaire and interview were sent to 23 project coordinators. Eighteen project coordinators filled in the questionnaire and, 15 expressed an interest in further collaboration. These projects cover most of the spectrum in water management, to the exception of: extreme events (droughts), drinking water, desalinization, and urban water.

After filling out the questionnaires, the WaterDiss2.0 consortium contacted project coordinators to conduct interviews by phone or face-to-face lasting approximately an hour. Interviews have been conducted with 12 projects. For 2 projects, the questionnaire process was left out and an interview was conducted immediately instead (AMEDEUS and PREPARED). The Dashboard of Projects, the centerpiece of data collection and exchange within WaterDiss2.0, has been updated accordingly. Data provided by the consortium partners also fed into the knowledge base

The following graph gives an overview of the projects contacted to date, and the share of questionnaires and interviews conducted.

Figure 8: Percentage of project responses of total number of projects (n=23)



These projects cover most of the spectrum in water management, to the exception of: extreme events (droughts), drinking water, desalinization, and urban water. A list of themes and the projects addressing each theme can be found in Table 1.

Table 1 Project list and theme addressed by the project

Theme	WaterDiss2.0 Project
Water Resources Management	ACQWA, AQUASTRESS, AQUATERRA, AWARE (FP6), AWARE (FP7), CLIMATE WATER, CROPWAT, EUROWET, GABARDINE, HYDRONET, MAI-TAI, MIRAGE, NEWATER, PRACTICE, PREPARED, PRIMUS, QUALIWATER, REFRESH, SCENES, SWITCH, TECHNEAU, THESEUS, WASSERMed
River Basin Management	AQUAMONEY, SQUAREHAB, AQUASTRESS, AQUATERRA, AWARE (FP7), CLIMATE WATER, MIRAGE, NEWATER, REFRESH, RISKBASE, SCENES, WETwin
Chemical Aspects	SQUAREHAB, AQUATERRA, BRIDGE, GENESIS, HYDRONET, HYPOX, MODELKEY, QUALIWATER, REBECCA, REFRESH, SCOREPP, SOCOPSE, SWIFT-WFD, WATER REUSE, WATERMIM
Ecological Status	BioFresh, CLIMATE WATER, EURO-LIMPACS, HYDRONET, HYPOX, MIRAGE, MODELKEY, POLICYMIX, REBECCA, REFRESH, SCENES, THESEUS, WETwin, WISER
Agriculture	ACQWA, CLIMATEWATER, CROPWAT, GENESIS, LEDDRA, QUALIWATER, WATER REUSE
Groundwater	SQUAREHAB, AQUATERRA, BRIDGE, CLIMATEWATER, GABARDINE, GENESIS, WADE
Drinking Water	ACQWA, CLIMATEWATER, MEDESOL, NAMETECH, PREPARED, REFRESH, TECHNEAU, WATERPIPE
Wastewater Treatment	AMEDEUS, BESSE, Clean Water, EUROMBRA, INNOVA-MED, INNOWATECH, NAMETECH, NEPTUNE, NEW ED, REMOVALS, TECHNEAU, WATERMIM
Water Consumption	ACQWA, CROPWAT, GENESIS, QUALIWATER, WADI, WASSERMed
Energy in water industry	Clean Water, MONACAT, REMOVALS
Extreme events (flooding)	ACQWA, CLIMATEWATER, CONHAZ, CORFU, FLOODSITE, HYDRATE, IMPRINTS, MAI-TAI, PREPARED, THESEUS, WADE
Extreme events (droughts)	AQUASTRESS, CLIMATEWATER, CONHAZ, LEDDRA, MEDESOL, PRACTICE
Hydromorphology	AWARE (FP6), ACQWA, CLIMATEWATER, EUROWET, LEDDRA, SCENES, THESEUS, WADI, WASSERMed
Wetlands	SQUAREHAB, EUROWET, WETwin
Monitoring	AWARE (FP6), HYDRONET, SWIFT-WFD
Desalination	MEDESOL, MEDINA, NEW ED
Urban Water	CORFU, PREPARED, PRIMUS, SWITCH, THESEUS
Other	AQUAMONEY, MONACAT, POLICYMIX, WATERPIPE

Out of 23 contacted projects, interviews have been conducted with project representatives from 12 projects: AMEDEUS, BRIDGE, CROPWAT, GABARDINE, HYDRATE, HYDRONET, INNOVA-MED, NEPTUNE, PREPARED, QUALIWATER, RISK-BASE and WADI. The interviews were based on questionnaire responses and went more in detail on questions pertaining to outputs, target groups, dissemination and uptake and the project itself.

For three projects it was not possible to conduct an interview (AQUAMONEY, NEWATER, AQUATERRA).

Regarding the project PREPARED, it was considered sufficient to conduct an interview, as the project had not ended yet and would thus not be able to answer most of the questionnaire. The questionnaire will be completed as responses become available.

The WaterDiss2.0 consortium followed an interview guide, outlining a selection of questions and indicators used to assess the answers. Many questions focus on barriers and facilitators to dissemination and uptake identified by project representatives. The barriers and facilitators to uptake mentioned in interviews were analyzed and sorted into four categories: characteristics of the outputs, characteristics of the target audiences, characteristics of dissemination, and characteristics of the project itself. The most commonly cited barriers and facilitators from the questionnaires and interviews are summarized in Figures 9 and 10. One project's barrier could be another's key facilitator. When looking at this summary, it should be kept in mind that context is very important, and that the observations come from specific projects.

Finally, the questionnaire and interviews gave first indications on the support needed by projects. Some projects expressed the need for translation of documents and at conferences, the organization of more workshops, 3D animation, dissemination in a specific area, education programmes. Some projects said they were not interested in further collaboration but suggested new projects that are suitable to extend our project selection to. Stakeholder Interviews

Method

In addition to the originally planned tasks stakeholder interviews were conducted to get an impression of our potential stakeholders' needs and requirements. Stakeholders and "multipliers" from German authorities were selected as interview partners. Four stakeholders were interviewed during a 20-60 minute phone conversation with 2 interviewers. We acknowledge that given the small number of interviewees surveyed our interviews are not representative of the population however our aim was rather to get a quick overview of key stakeholders' perceptions.

Results

During the conversation, the interviewee was asked to answer the questions below. A summary of answers follow each question. The stakeholder interviews show, that the challenge of a successful dissemination process lies in adapting to stakeholder needs. The following answers give interesting insights on how to go about creating a successful dissemination strategy.

1) Which channels are used to get latest information on the research results?

Generally, web portals and homepages with information on projects, tools and documents of European Water community are not known to the stakeholders. Sometimes they know the names, but do not use them. Often utilized channels by decreasing order of priority are:

- a. Scientific articles in native language are read frequently;
- b. Conferences and workshops are important for dissemination or at least for nurturing their professional networks. Learning by doing is preferred to traditional educational formats like direct instruction;
- c. National Joint Working Groups with linkage to the CIS-SPI are important “multipliers” of information. Mailing lists from the national professional community are heavily used;
- d. Scientific articles in English are not or only sporadically read. Open Access is an important issue. Peer reviewed articles have no relevance to the stakeholders.

2) What are the main barriers to dissemination? What were the main barriers to uptake?

Barriers to dissemination and uptake by decreasing order of priority are:

- a. Language of the stakeholders;
- b. The research results are often not ready to use. Applied research should be carried out before European legislation sets the political agenda;
- c. Dissemination is not a main task of their daily work, hence they have only limited time to spend on dissemination;

3) How to improve FP7 projects to achieve a better dissemination and uptake? What structures or tools are needed for improving dissemination and uptake?

The stakeholders should be asked about their needs before setting the research agenda. There is a need for a one universal web platform that covers all aspects of water science and helps to connect science with policy to improve water management. Stakeholders are overstrained with the mass of information delivered by the Internet. Helping and enabling stakeholders to participate in European Research might be a successful approach to overcome barriers of dissemination.

4) What are the most important requirements for good seminars and brokerage events?

Good Practice Examples: FP7 PSI-connect; Conference on Water Contamination Emergencies organized by the IWW.

5) Who are the target groups the interviewee's project addresses?

The most important actors could be identified and will help to update the target group list for Germany.

2.3 Results and best practice

Dissemination Strategy

Statements from interviewees indicate that detailed dissemination plans are rarely drafted. Generally, dissemination is undertaken by one partner or shared between several partners. These different approaches do not seem to influence the success of dissemination. Interviewees point out that when projects have a wide-spread range and nationality of partners, it can allow the project to conduct more dissemination activities.

In terms of drafting and implementing a dissemination strategy, interviewees associate the following items as best practices:

- Involving all partners allows to cover a broader range of stakeholders
- Clearly discussing and defining responsibilities amongst partners will ensure that all tasks are covered and followed up as the project evolves
- The drafting of the dissemination plan is a fundamental step and requires careful deliberation
- Involving dissemination experts will definitely increase chances of success

Dissemination Activities

Dissemination means sharing research results that are relevant to different target audiences, from very broad to very specific, depending on the message to be communicated and the project output.

Dissemination seemed to be successful when stakeholders were adequately targeted, relationships with the target groups were strong, and the language of communication was adapted.

Common dissemination channels reported by interviewees include print media, online and media, and events. Reported examples of specific dissemination tools include:

- Print media: journal articles, reports, books, press releases, newsletters, posters, brochures, and fact sheets)
- Online and media: website, database, network, media advertising, video, and film,
- Events: conferences, workshops, training courses, interviews, open days, consultation, fairs, and demonstrations)

In terms of planning and carryout dissemination activities, interviewees associate the following items as best practices:

- Making dissemination an integral part of the project and a constant objective throughout the project: from beginning to end
- Carefully identifying the target group, their needs and expectations
- Ensuring that dissemination activities reach out to all potentially interested target groups
- Defining a specific communication message tailored to each output and target group
- Establishing lasting networks with the target groups and engage personally

3 Dissemination Strategies

This chapter presents a brief summary of the final analysis grid and individual dissemination strategy. These documents are influenced by the project's ongoing interviews and data gathering, and are described in detail in D1.3.

The focus of the first year was upon the analysis of projects already ended. This work has been difficult to pursue, since it has proven difficult to identify the people responsible for a project after it has ended and, in many cases, there is no interest to continue dissemination activities. Overall, ongoing projects seem to have more interest in cooperation. Indeed, the WaterDiss2.0 consortium has been approached by several ongoing projects for assistance (eg. PREPARED and BESSE). Therefore, the consortium agreed to adapt our approach and to look, whenever possible, at running projects.

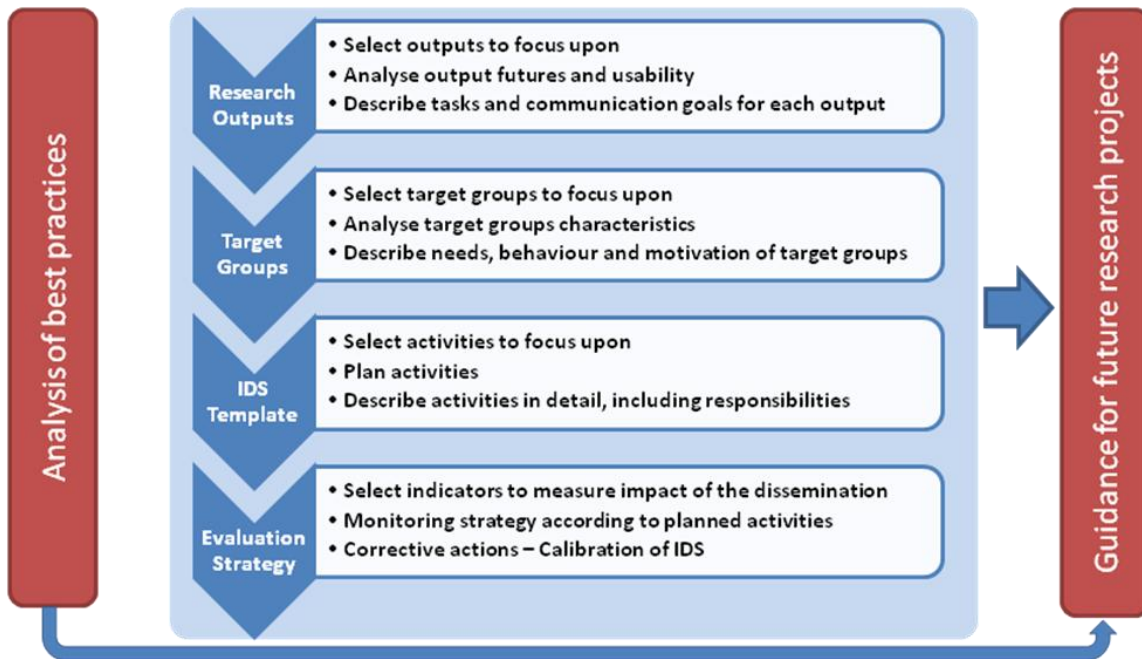
The decision tree as outlined in D12 has been further developed into a more generic Analysis Grid and the following paragraphs lay out its criteria and instructions for use. The analysis grid is a decision making tool for use at the individual output level. Its inputs, the responses to the core questions in Section 3.1, flow through a decision tree with sets of criteria that help partners answer the following questions about each output:

- Is the degree of uptake sufficient?
- What are the dissemination-related barriers to uptake?
- What are the output-related barriers to uptake?
- What are the target-related barriers to uptake?
- Which barriers can WaterDiss2.0 help overcome?
- Which activities are appropriate to overcome the barriers?

The outcome of the exercise is a classification of a project's main barriers to uptake and an idea of how WaterDiss2.0 can help to address them. It is possible that WaterDiss2.0 will not be able to offer any assistance based on the nature of the barriers, for example, high risks associated with implementing the output. This is more likely when the barriers to uptake are output or target audience related due to the fact that, unlike the dissemination strategy, they are beyond a project's control.

The analysis grid is a guide on how to communicate research results in a usable way. The analysis grid concept is presented in the figure below. The figure represents the work performed by WaterDiss2.0 in terms of identifying best practices in communicating research results and developing guiding principles for future research projects. It describes the underlying analysis for building a successful dissemination strategy.

Figure 9 Analysis grid concept



Each of the four blue arrows represents core elements of best practice in dissemination and can be summarized as follows:

Selecting, analysing and describing research outputs

The selection of the research outputs for dissemination is based on: a) Need / importance of an output in the political agenda or for specific target audience, b) Status (readiness to use) of output, c) Affinity of research project coordinator / team towards promoting a specific output.

The analysis should consider: a) Match between output and specific user needs: are adjustments/ improvements necessary and/or possible?; b) Status of output: How ready to use are the outputs? What are the next steps to improve increase usability; c) Transferability of the outputs: Do synergies exist with other projects, policies, technologies?; d) Patents, IPR, or similar barriers to uptake: what can be done?; e) Resources (financial and human) necessary to achieve readiness for use.

The outputs should be described according to their added-value, status, outstanding tasks and communication goal for each output.

Selection, analysis and description of target Groups

The selection of target groups should be based on: a) Potential target audiences for dissemination of each output; b) Target groups and "multipliers" that will profit most and/or are most likely to use the output; c) Target groups that have not yet been adequately addressed (communication deficits); d) Extent of personal relationships with target audiences

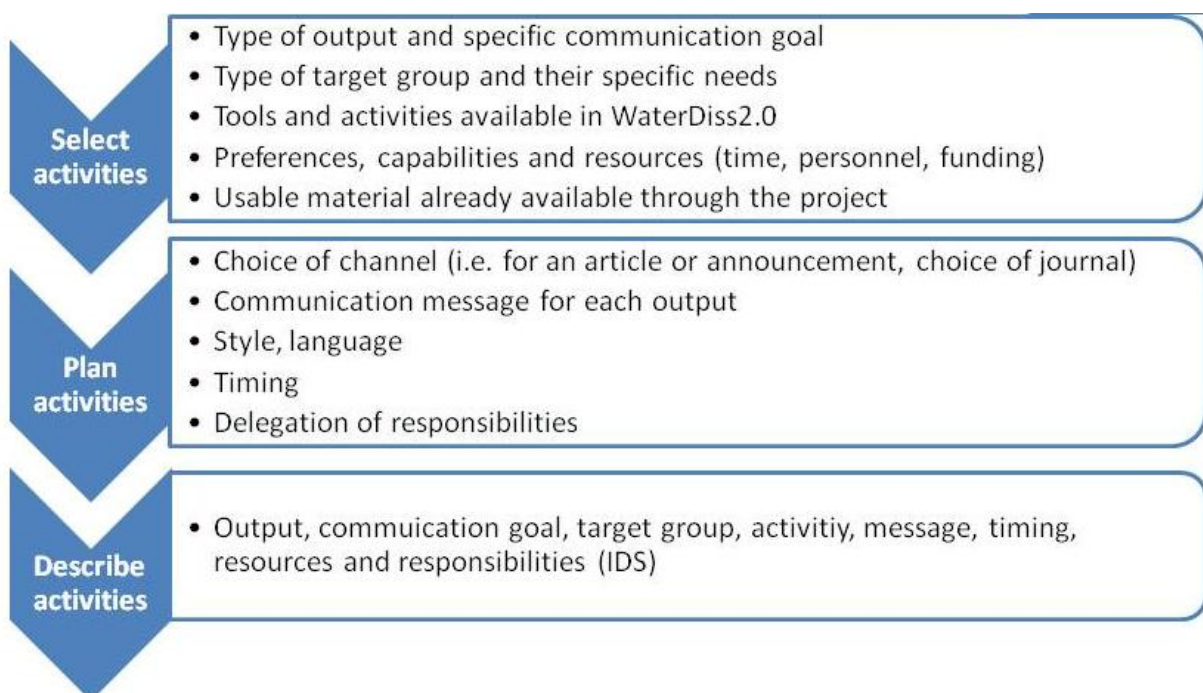
The analysis should be based on: a) Output-related needs of the target group(s); b) Characteristics and needs of the target audience regarding communication; c) Means/channels most effective at reaching the target audiences; d) Target groups of similar type and interest.

The target groups should be described in terms of their needs, behavior and motivation. From the elements mentioned above the Individual Dissemination Strategy can be drafted. This document will layout all dissemination activities to take place during and after the course of the project, the target groups, the tools to be used and the timeline for each activity.

IDS template

For each specified research output an Individual dissemination strategy has to be developed. The following list presents a brief summary of the elements needed in preparation of dissemination activities. It has the form of a check list and constitutes as an attachment to **Error! Not a valid bookmark self-reference..** Even so, the IDS should not be considered as obligate steps, answers concerning the outlined point are generally crucial for best practice dissemination.

Figure 10: Individual Dissemination Strategy



Evaluation

As a last step, an evaluation strategy is needed to measure the success of the dissemination process. This strategy assesses the efficiency and effectiveness with which information and knowledge flow, of crucial importance for knowledge brokering. In case of undesirable dissemination results the IDS can be adjusted accordingly.

4 Conclusion

Deliverable 1.4 reviews the work done during the WaterDiss2.0 project up to month 12. The tasks of designing questionnaires, collecting information on projects, conducting first interviews and analyzing the results in order to prepare a draft analysis and dissemination strategy template are completed. A detailed review literature presented in D1.2 highlighted the most important characteristics, facilitators and barriers of dissemination and uptake. The questionnaires produced statistical information about project characteristics, while interview minutes and observations gave an insight in the problems and best practices of projects. Additionally, Stakeholder interviews have been carried out in order to round up the picture from the user side of the dissemination process. All this information feed into the draft analysis grid that has been presented at the Consensus Conference and widened our understanding how best practice in dissemination can be structured. The dissemination strategy provides a framework for the planned WaterDiss2.0 activities. The first Individual Dissemination Strategies will be developed in the coming months, starting with the projects BESSE and PREPARED.

5 Appendices

Appendice I: Dashboard of projects

P6 / FP7	Acronym	Title	Start date	End date	Coordinator	Partner contact	Initial phone call	Sending of questionnaire	Quest. is returned	Interview	Mode of interview	Upload of interview minutes
FP6	EUROWET	Integration of European Wetland research in a sustainable management of water cycle	2004	2006	NEGREL, Philippe (Dr) Bureau de Recherches Géologiques et Minières FR	OIEau	Completed	Completed	01.06.2011			
FP6	REBECCA	Relationships between ecological and chemical status of surface waters	2003	2007	Dr Seppo Rekolainen Finnish Environment Institute FI	A21 partners	Completed	Completed	13.05.2011			
FP6	SWIFT-WFD	Screening method for Water data Information in support of the implementation of the Water Framework Directive	2004	2007	Catherine GONZALEZ (Mme) Association pour la Recherche et le Développement des Méthodes et Processus Industriels FR	OIEau						
FP6	BRIDGE	Background criteria for the Identification of Groundwater thresholds	2005	2007	Mme Pauwels Bureau de Recherches Géologiques et Minières FR	OIEau	Completed	Completed	23.05.2011	Completed	Phone	Completed
FP6	GEOLAND	GMES products & services, integrating EO monitoring capacities, to support the implementation of European directives and policies related to "land cover and vegetation"	2004	2007	Alexander Kaptein Astrium GmbH - EEG3	Ecologic						

P6 / FP7	Acronym	Title	Start date	End date	Coordinator	Partner contact	Initial phone call	Sending of questionnaire	Quest. is returned	Interview	Mode of interview	Upload of interview minutes
FP6	WADE	Floodwater Recharge of Alluvial Aquifers in Dryland Environments	2004	2008	Dr. Benito Gerardo Consejo Superior de Investigaciones Cientificas ES	ESKTN						
FP6	GABARDINE	Groundwater Artificial recharge Based on Alternative sources of water: aDvanced INtegrated technologies and managEment	2005	2008	Prof. Dr. Martin Sauter Georg-August-Universität Göttingen DE	A21	Completed	Completed	26.05.2011	Completed	Face to face	Completed
FP6	AMEDEUS	Accelerate Membrane Development for Urban Sewage Purification	2005	2008	Boris Lesjean KompententzzentrumWasser Berlin Gemeinnutzige GmbH DE	Ecologic	Completed	Completed	Filled out by WaterDis s2.0	Completed	Face to face	Completed
FP6	EUROMBRA	Membrane bioreactor technology (MBR) with an EU perspective for advanced municipal wastewater treatment strategies for the 21st century	2005	2008	Torove Leiknes Norges Teknisk - Naturvitenskapelige Universitet NO	GWF						
FP6	AWARE	A tool for monitoring and forecasting Available WAtER REsource in mountain environment	2005	2008	Anna Rampini CONSIGLIO NAZIONALE DELLE RICERCHE IREA IT	CIRF	Completed	Completed	04.05.2011	Interview not advisable		
FP6	WADI	Sustainable management of Mediterranean coastal fresh and transitional water bodies: a socio-economic and environmental analysis of changes and trends to enhance and sustain stakeholders benefits (INCO)	2006	2008	Prof. Felicita Scapini Department of Evolutionary Biology "Leo Pardi" University of Florence IT	CIRF	Completed	Completed	16.05.2011	Completed	by person	Completed

P6 / FP7	Acronym	Title	Start date	End date	Coordinator	Partner contact	Initial phone call	Sending of questionnaire	Quest. is returned	Interview	Mode of interview	Upload of interview minutes
FP6	EURO-LIMPACS	Integrated Project to Evaluate the Impacts of Global Change on European Freshwater Ecosystems	2004	2009	Simon Patrick University College London UK	CIRF partner			Filled out by WaterDis s2.0			
FP6	AQUATERRA	Understanding river-sediment-soil-groundwater interactions for support of management of waterbodies (river basin & catchment areas)	2004	2009	Prof. Dr.Peter Grathwohl Elisabeth Baier (financial administrator) Attempto Service GmbH DE	A21 coordinator	Completed	Completed	Filled out by WaterDis s2.0			
FP6	Floodsite	Integrated Flood Risk Analysis and Management Methodologies	2004	2009	Prof Paul Samuels	ESKTN						
FP6	NEWATER	New Approaches to Adaptive Water Management under Uncertainties	2005	2009	Prof. Dr. Claudia Pahl-Wostl University of Osnabrück DE	Ecologic partner	Completed	Completed	Filled out by WaterDis s2.0			
FP6	AQUASTRESS	Mitigation of Water Stress through new Approaches to Integrating Management, Technical, Economic and Institutional Instruments	2005	2009	Dr. Alberto Puddu Consiglio Nazionale delle Ricerche IT	CFPPDA						
FP6	MEDINA	MEmbrane-based Desalination: an INtegrated Approach	2006	2009	Prof. Enrico Drioli Universita della Calabria IT	CFPPDA						
FP6	NEPTUNE	New sustainable concepts and processes for optimization and upgrading municipal wastewater and sludge treatment	2006	2009	Prof. Dr. Hansruedi Siegrist EAWAG - Eidgenoessische Anstalt fur Wasserversorgung, Abwasserreinigung und Gewaesserschutz CH	GWF	Completed	Completed	05.23.11	Completed	Phone	Completed

P6 / FP7	Acronym	Title	Start date	End date	Coordinator	Partner contact	Initial phone call	Sending of questionnaire	Quest. is returned	Interview	Mode of interview	Upload of interview minutes
FP6	RISK-BASE	Coordination Action on Risk Based Management of River Basins	2006	2009	Jos Brils / Damia Barceló (WP1b leader) Nederlandse Organisatie voor Toegepast Natuurwetenschappelijk Onderzoek - TNO NL	A21 partners	Completed	Completed	03.06.2011	Completed	Face to Face with Partner: Silvia Diaz	Completed
FP6		Development and Testing of Practical Guidelines for the Assessment of Environmental and Resource Costs and Benefits in the WFD	2006	2009	Roy Brouwer Vereniging voor Christelijk Hoger Onderwijs, Wetenschappelijk Onderzoek en Patientenzorg NL	Ecologic partner	Completed	Completed	Filled out by WaterDis s2.0			
FP6	MEDESOL	Seawater desalination by innovative solar-powered membrane distillation system	2006	2009	Diego Alarcon Centro de Investigaciones Energeticas, Medioambientales y Tecnologicas-Ciemat ES	OIEau						
FP6	REMOVALS	Reduction, modification and valorisation of sludge	2006	2009	Prof. Azael Fabregat Dr. Christophe Bengoa Dr. Josep Font Capafons Dr. Frank Stüber Dr. Agustí Fortuny Sanromà Universitat Rovira i Virgili ES	A21	Completed	Completed	16.06.2011	Completed		Completed

P6 / FP7	Acronym	Title	Start date	End date	Coordinator	Partner contact	Initial phone call	Sending of questionnaire	Quest. is returned	Interview	Mode of interview	Upload of interview minutes
FP6	INNOWATECH	Innovative and integrated technologies for the treatment of industrial wastewater	2006	2009	Dr. Antonio Lopez Istituto di Ricerca Sulle Acque (Water Research Institute) of the Italian Consiglio Nazionale delle Ricerche (National Research Council)	CFPPDA						
FP6	WATERPIPE	Integrated High Resolution Imaging Ground Penetrating Radar and Decision Support System for WATER PIPELine Rehabilitation	2006	2009	Prof. Nikolaos Uzunoglou National Technical University of Athens (GR)	ESKTN						
FP6	HYDRATE	Hydrometeorological data resources and technologies for effective flash flood forecasting	2006	2009	Prof. Marco Borga Department of Land and Agroforest Environment, Universita degli Studi di Padova IT	CIRF	Completed	Completed	10.05.2011	Completed	Phone	Completed
FP6	SCOREPP	Source Control Options for Reducing Emissions of Priority Pollutants	2006	2009	Dr. Peter Steen Mikkelsen Danmarks Tekniske Universitet DK	ESKTN						
FP6	SOCOPSE	Source control of priority substances in Europe	2006	2009	John Munthe IVL Svenska Miljöinstitutet Ab SW	GWF						
FP6	MODELKEY	Models for Assessing and Forecasting the Impact of Environmental Key Pollutants on Marine and Freshwater Ecosystems and Biodiversity	2005	2010	Dr. Werner Brack UFZ - Umweltforschungszentrum Leipzig - Halle GmbH DE	Ecologic	Completed	Completed	06.06.2011			

P6 / FP7	Acronym	Title	Start date	End date	Coordinator	Partner contact	Initial phone call	Sending of questionnaire	Quest. is returned	Interview	Mode of interview	Upload of interview minutes
FP6-INCO	QUALIWATER	Diagnosis and control of Salinity and Nitrate Pollution in Mediterranean Irrigated Agriculture (INCO)	2005	2010	Luis Esteruelas (Administrative) Ramón Aragüés (Scientific)	A21	Completed	Completed	16.05.2011	Completed	Face to face	Completed
FP6-INCO	WATER REUSE	Sustainable waste water recycling technologies for irrigated land in northern and southern European states	2005	2010	Erik van den Elsen STICHTING DIENST LANDBOUWKUNDIG ONDERZOEK ALTEERRA NL	ESKTN						
FP6	SCENES	Water Scenarios for Europe and for Neighbouring States	2006	2011	Prof. Juha Kämäri Suomen Ympäristökeskus FI	GWF						
FP7	MIRAGE	Mediterranean Intermittent River Management	2009	2011	Jochen Froebrich Wageningen UR - Alterra Centre for Water and Climate (CWK) Integrated Water Resources Management	Ecologic	Completed					
FP7	ClimateWater	Bridging the gap between adaptation strategies of climate change impacts and European water policies	2007	2010	Prof. Dr. Géza JOLÁNKAI VITUKI, Environmental Protection and Water Management Research Institute HU	CFPPDA						
FP6-INCO	CROPWAT	A centre for sustainable crop-water management	2007	2010	Professor Radmila Stikić UNIVERSITY OF BELGRADE, FACULTY OF AGRICULTURE	GWF	Completed	Completed	28.06.2011	Completed	Phone	Completed

P6 / FP7	Acronym	Title	Start date	End date	Coordinator	Partner contact	Initial phone call	Sending of questionnaire	Quest. is returned	Interview	Mode of interview	Upload of interview minutes
FP6-INCO	INNOVA-MED	Innovative processes and practices for wastewater treatment and re-use in the Mediterranean region	2007	2010	Dr. Mira Petrovic (manager) AGENCIA ESTATAL CONSEJO SUPERIOR DE INVESTIGACIONES CIENTIFICAS ES	Ecologic partner	Completed	Completed	5.13.11	Completed	Phone	Completed
FP7	HydroNet	Floating Sensorised Networked Robots for Water Monitoring	2007	2010	Prof Paolo Dario Dr Barbara Mazzolai Scuola Superiore Sant'Anna IT	CIRF	Completed	Completed	06.06.2011			
FP7	WETwin	Enhancing the role of wetlands in integrated water resources management for twinned river basins in EU, Africa and South-America in support of EU Water Initiatives	2007	2010	István Zsuffa Environmental Protection and Water Management Research Institute HU	CFPPDA		Completed	10.08.2011	Completed	Phone	Completed
FP7	PRIMUS	Policies and Research for an Integrated Management of Urban Sustainability	2008	2010	TEUBNER, Wolfgang (Mr) ICLEI Europasekretariat GmbH DE	OIEau	Completed	Completed				
FP6	SWITCH	Sustainable Water management Improves Tomorrow's Cities' Health	2006	2011	Carol Howe, Project manager UNESCO-IHE Institute for Water Education NL	ESKTN						
FP6	TECHNEAU	TECHNEAU: technology enabled universal access to safe water	2006	2011	Dr. Theo van den Hoven KIWA NV NL	ESKTN						

P6 / FP7	Acronym	Title	Start date	End date	Coordinator	Partner contact	Initial phone call	Sending of questionnaire	Quest. is returned	Interview	Mode of interview	Upload of interview minutes
FP7	WISER	Water bodies in Europe: Integrative Systems to assess Ecological status and Recovery	2008	2011	Prof. Daniel Hering Universitaet Duisburg-Essen DE	Ecologic						
FP7	AWARE	How to achieve sustainable water ecosystems management connecting research, people and policy makers in Europe	2008	2011	CARLO SESSA Istituto di studi per l'Integrazione dei Sistemi IT	CIRF						
FP7	BESSE	Brokering Environmentally Sustainable Sanitation for Europe	2008	2011	Wiebe Bijker, Professor of Technology and Society? (first member of the steering committee so I suppose that he is the coordinator) Ernes, Dennis (financial officer) Universiteit Maastricht NL	OIEau						
FP7	PRACTICE	Prevention and Restoration Actions to Combat Desertification. An Integrated Assessment	2009	2012	Dora Cabrera FUNDACION CENTRO DE ESTUDIOS AMBIENTALES DEL MEDITERRANEO ES	A21						
FP7	MONACAT	Monolithic reactors structured at the nano and micro levels for catalytic water purification	2009	2012	Enrique Garcia-Bordeje Consejo Superior de Investigaciones Científicas ES	A21						

P6 / FP7	Acronym	Title	Start date	End date	Coordinator	Partner contact	Initial phone call	Sending of questionnaire	Quest. is returned	Interview	Mode of interview	Upload of interview minutes
FP7	Nametech	Development of intensified water treatment concepts by integrating nano- and membrane technologies	2008	2011	Inge Genné Flemish Institute for Technological Research BE	OIEau						
FP7	NEW ED	Advanced bipolar membrane processes for remediation of highly saline waste water streams	2008	2011	Dipl.-Ing. Clemens Fritzmann Rheinisch-Westfälische Technische Hochschule DE	Ecologic partner						
FP7	HYPOX	In situ monitoring of oxygen depletion in hypoxic ecosystems of coastal and open seas, and land-locked water bodies	2008	2011	Prof. Dr. Emil Stanev Helmholtz-Zentrum Geesthacht	GWF						
FP7	CleanWater	Water Detoxification Using Innovative vi-Nanocatalysts	2008	2011	Dr. Polycarpus Falaras National Center for Scientific Research Demokritos EL	CFPPDA						
FP7	WATERMIM	Water Treatment by Molecularly Imprinted Materials	2008	2011	Prof. Costas Kiparissides Centre for Research and Technology Hellas EL	CFPPDA						
FP7	Aquafit 4 use	Water in industry, fit-for-use sustainable water use in chemical, paper, textile and food industry	2008	2012	Willy van Tongeren TNO Built Environment and Geosciences Department of Water Treatment	Ecologic						

P6 / FP7	Acronym	Title	Start date	End date	Coordinator	Partner contact	Initial phone call	Sending of questionnaire	Quest. is returned	Interview	Mode of interview	Upload of interview minutes
FP7	ConHaz	Costs of Natural Hazards	2009	2012	Annette Schmidt Helmholtz-Zentrum für Umweltforschung GmbH - UFZ DE	GWF						
FP7	ACQWA	Assessment of Climatic change and impacts on the Quantity and quality of Water	2007	2012	BENISTON, Martin (Professor) University of Geneva CH	OIEau	Completed	Completed	13.06.2011			
FP7	Geoland2	towards an operational GMES land monitoring core service	2008	2012	Alexander Kaptein Astrium GmbH - EEG3	Ecologic						
FP6- INCO	MAI-TAI	Managing water scarcity: Intelligent tools and cooperative strategies	2007	2012	Dr. Markus Starkl UNIVERSITY OF NATURAL RESOURCES AND APPLIED LIFE SCIENCES, VIENNA AT	Ecologic partner						
FP7	BioFresh	Biodiversity of Freshwater Ecosystems: Status, Trends, Pressures, and Conservation Priorities	2008	2012	Prof. Dr. Klement Tockner and Dr. Jörg Freyhof Forschungsverbund Berlin e.V DE	Ecologic partner						
FP7	GENESIS	Groundwater and dependent Ecosystems: NEw Scientific basis on climate change and land-use impacts for the update of the EU Groundwater Directive	2008	2012	Prof. Bjørn Kløve Bioforsk-Norwegian Institute for Agricultural and Environmental Research NO	GWF						

P6 / FP7	Acronym	Title	Start date	End date	Coordinator	Partner contact	Initial phone call	Sending of questionnaire	Quest. is returned	Interview	Mode of interview	Upload of interview minutes
FP7	IMPRINTS	IMproving Preparedness and Risk maNagemenT for flash floods and debris flow events	2008	2012	Prof. Daniel SEMPERE-TORRES Universitat Politècnica de Catalunya ES	A21						
FP7	LEDDRA	Land and Ecosystem Degradation and Desertification: Assessing the Fit of Responses	2009	2012	TSOKAROS Panagiotis University of the Aegean- Research Unit EL	CFPPDA						
FP7	WASSERMed	Water Availability and Security in Southern Europe and the Mediterranean	2009	2012	Roberto Roson CENTRO EURO-MEDITERRANEO PER I CAMBIAMENTI CLIMATICI SCARL IT	CIRF						
FP7	AQUAREHAB	Development of rehabilitation technologies and approaches for multipressured degraded waters and the integration of their impact on river basin management	2008	2013	BASTIAENS, Leen (Dr) Flemish Institute for Technological research BE	OIEau						
FP7	THESEUS	Innovative coastal technologies for safer European coasts in a changing climate	2009	2013	ALMA MATER STUDIORUM- UNIVERSITA DI BOLOGNA IT	CIRF						
FP7	CORFU	Collaborative research on flood resilience in urban areas	2009	2013	THE UNIVERSITY OF EXETER UK	ESKTN						

P6 / FP7	Acronym	Title	Start date	End date	Coordinator	Partner contact	Initial phone call	Sending of questionnaire	Quest. is returned	Interview	Mode of interview	Upload of interview minutes
FP7	REFRESH	Adaptive Strategies to Mitigate the Impacts of Climate Change on European Freshwater Ecosystems	2009	2013	UNIVERSITY COLLEGE LONDON UK	ESKTN						
FP7	POLICYMIX	Assessing the role of economic instruments in policy mixes for ecosystem services and biodiversity conservation	2009	2013	STIFTELSEN NORSK INSTITUTT FOR NATURFORSKNING NO	GWF						
FP7	PREPARED	Adaptation of water supply and sanitation systems to cope with climate change	2010	2014	KWR WATER B.V.	Ecologic				Completed	Phone	
FP7	BESSE	Brokering environmentally sustainable sanitation for europe	2009	2012	UNIVERSITEIT MAASTRICHT	Ecologic						