

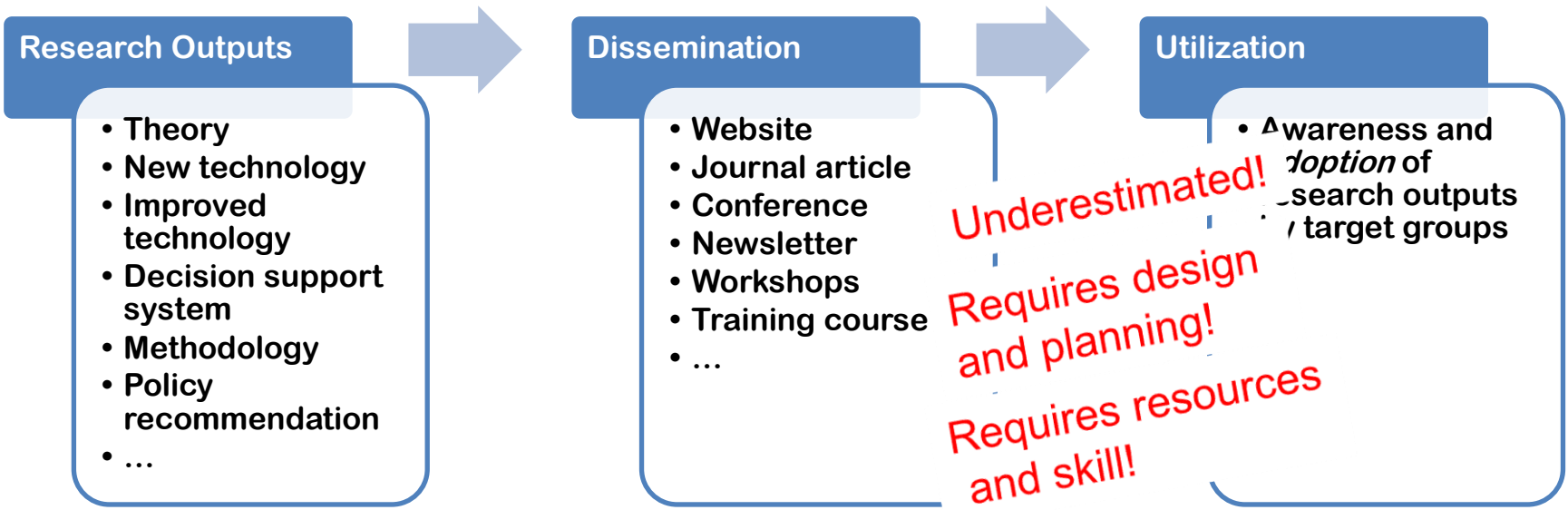
WaterDiss2.0: Dissemination and uptake of FP water research results

What is your message – and who is listening?

Special Session
Communicating research: getting your message across

Dr. Darla Nickel,
Ecologic Institute Berlin

What are we talking about: dissemination & utilization



The challenge of dissemination and utilization

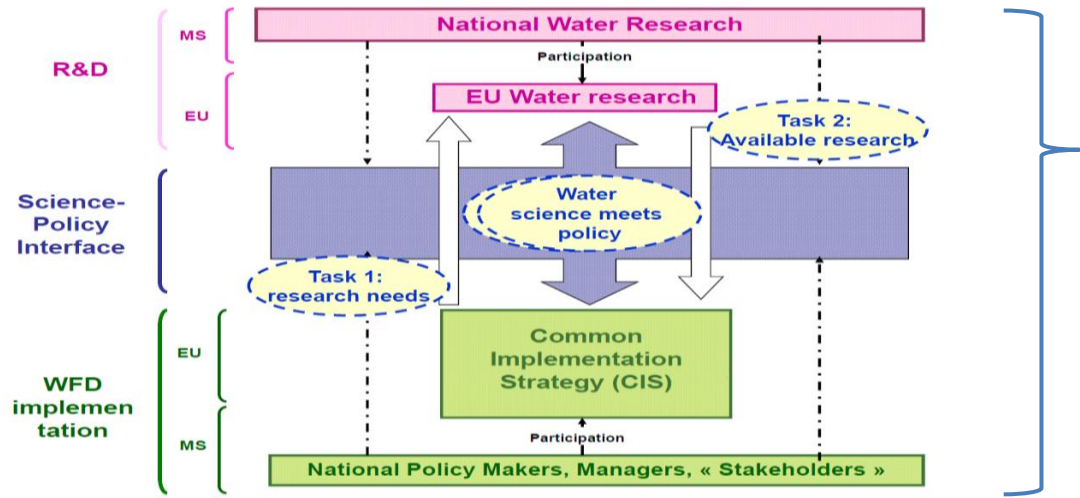
The challenge of dissemination and utilization lies in matching

- (a) the creation of products or knowledge, and the context of that creation,
- (b) the target audiences and their specific needs,
- (c) the content, media, formats, and language used in getting the outcomes into the hands (and minds) of those target audiences.

The complexity of this process necessitates a conceptual framework

WaterDiss2.0 revisited

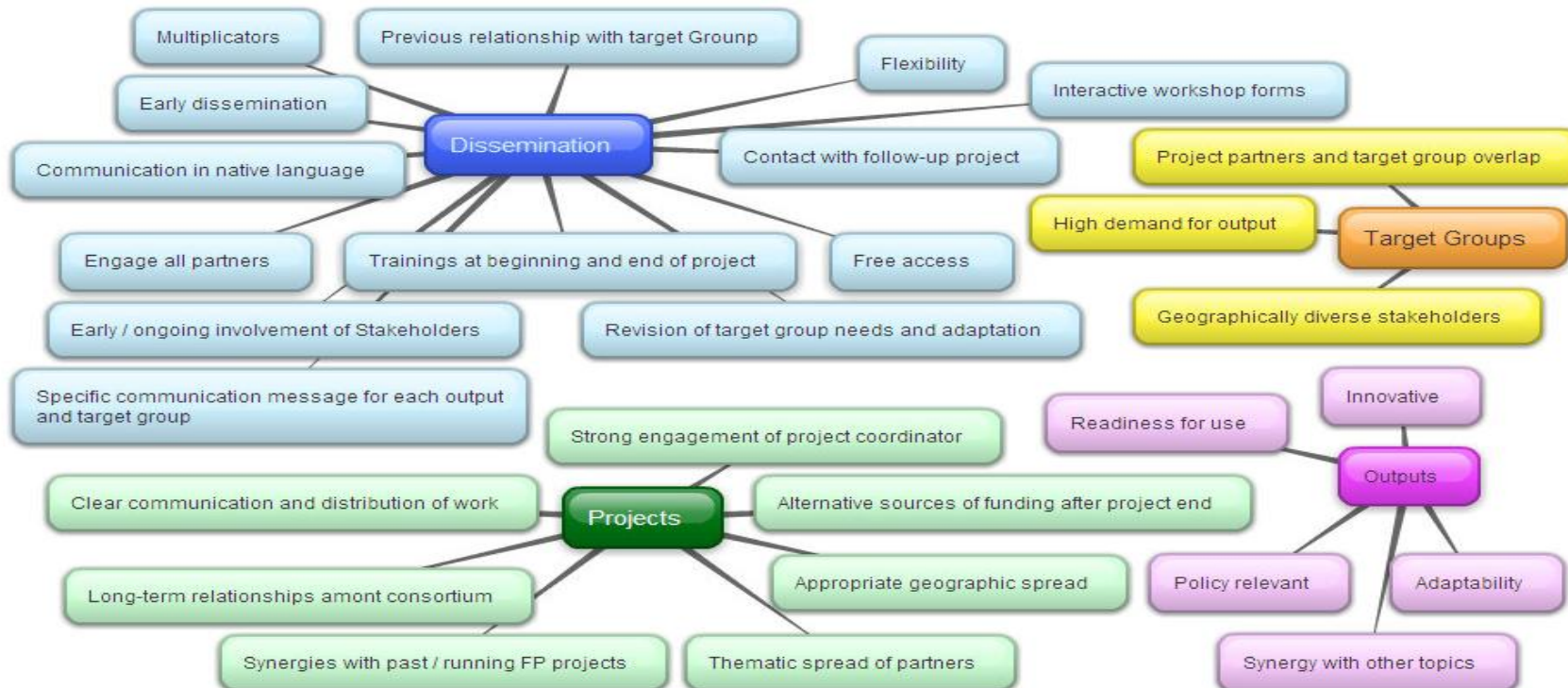
Support the implementation of EU water policy by facilitating the dissemination and utilization of research results based upon an understanding of best-practice.



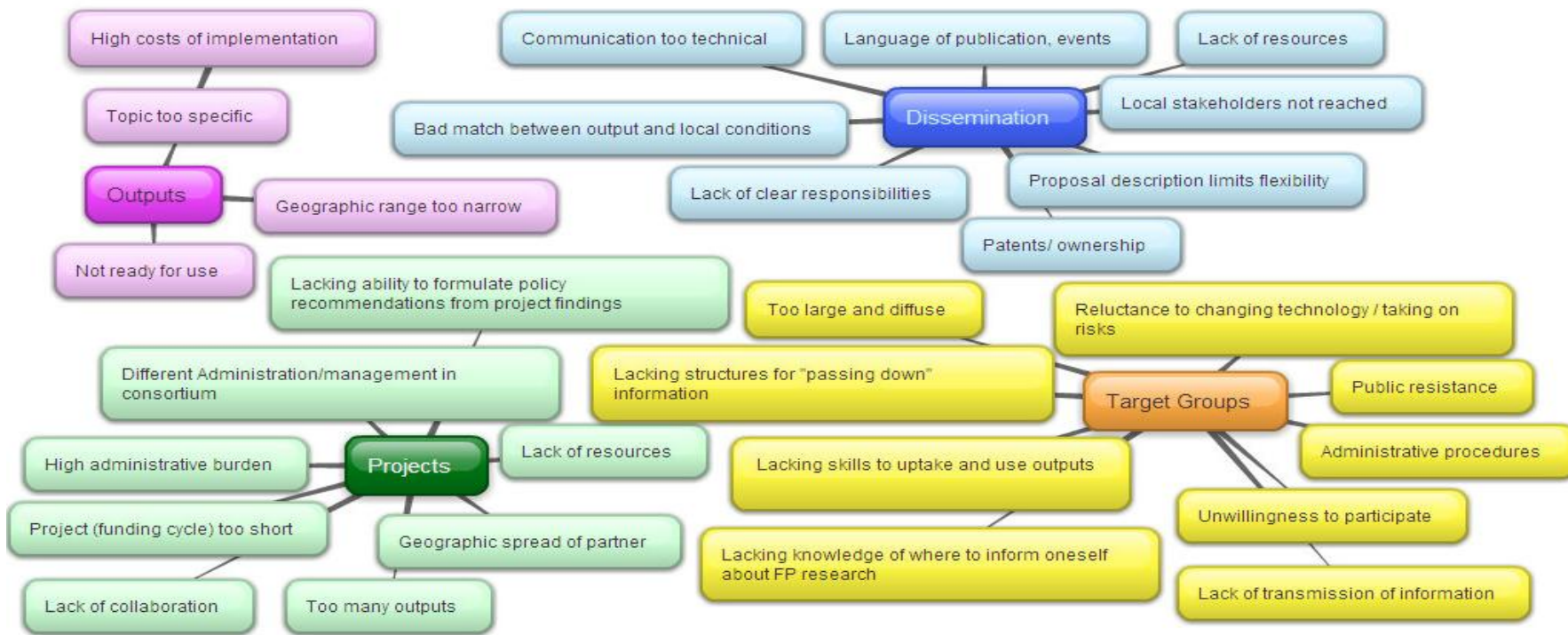
This is ,the what'.
WaterDiss2.0
concentrates
on ,the how'.

Source: Martini, F., 2011, Water Science-Policy Interface (CIS-SPI), Presentation given at WS&D EG – Venice 13-14 October 2011

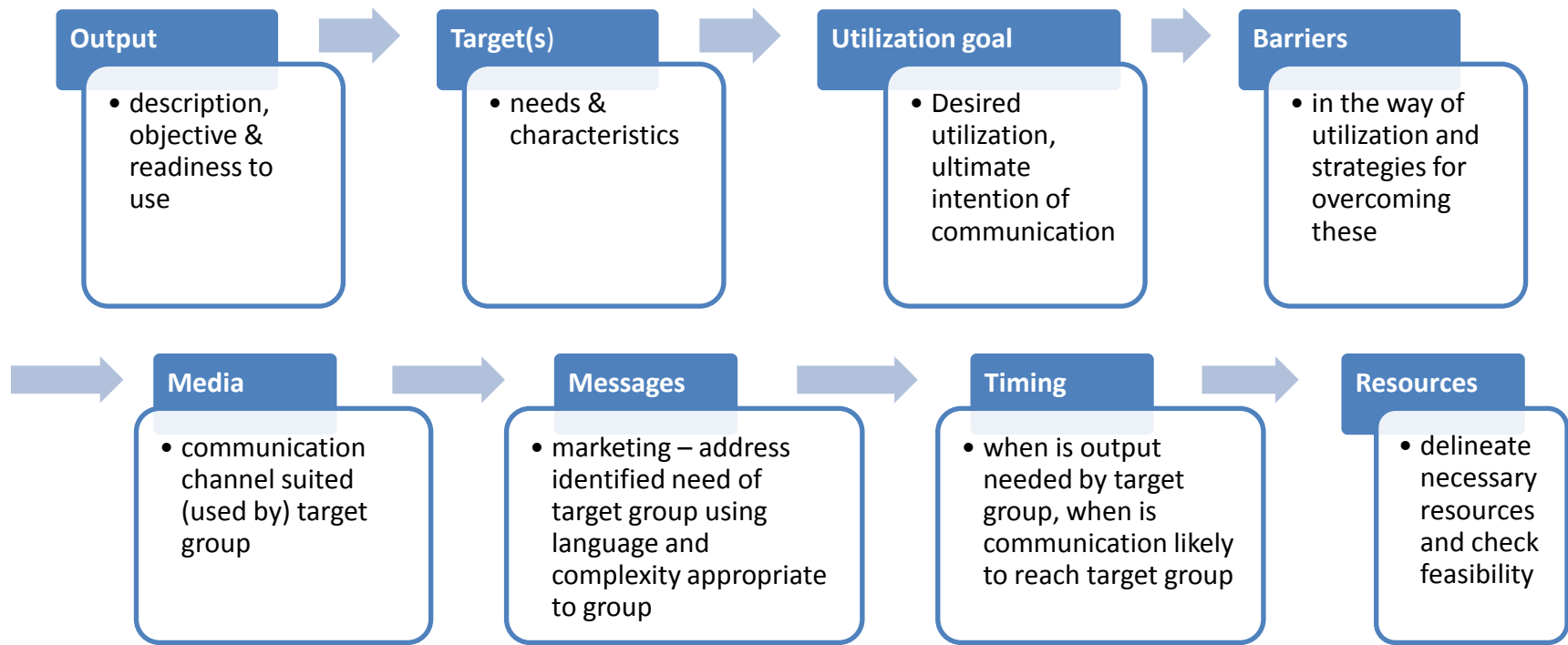
Facilitators of dissemination and utilization



Barriers to dissemination and utilization



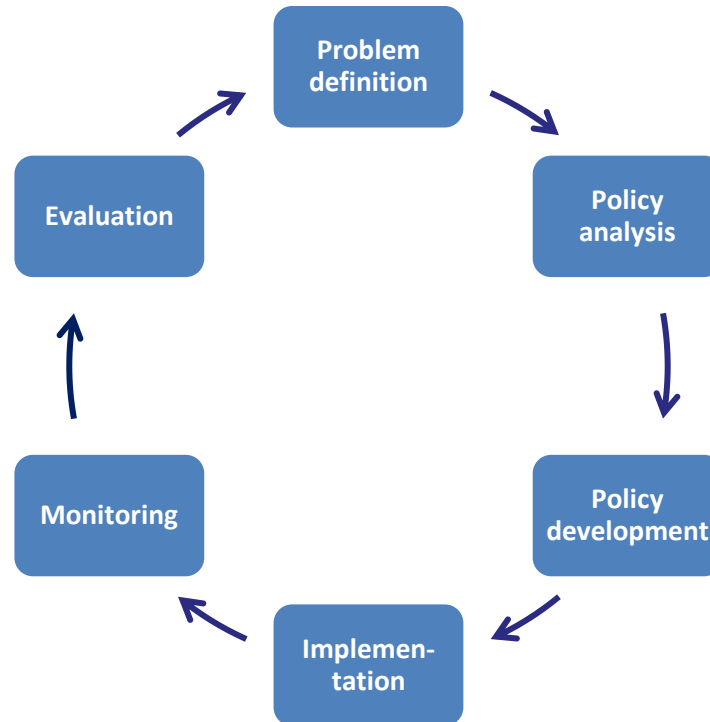
Conceptual framework for designing dissemination (tDS)



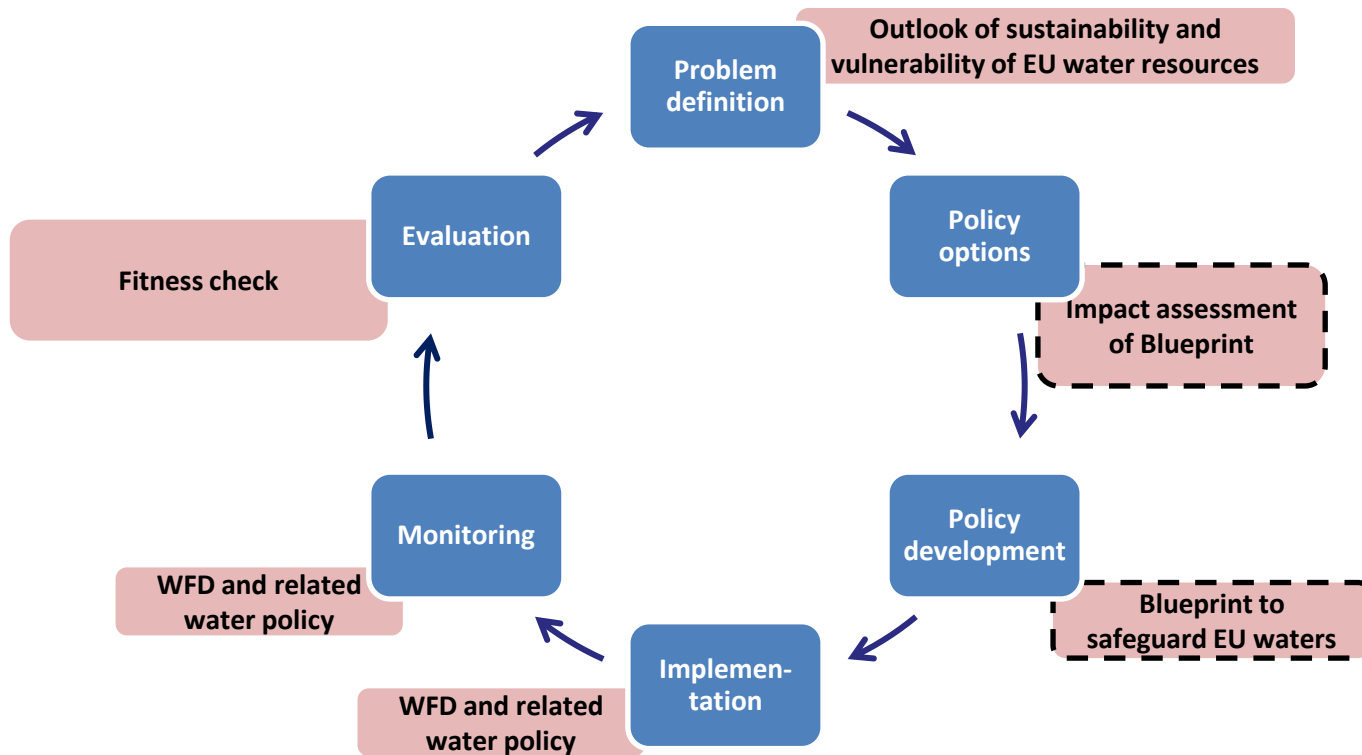
Example: Impacting policy

- ▶ Interaction between policymakers and researchers is limited by the divergence of these two worlds
 - ▶ Creating knowledge vs. making decisions
- ▶ Evidence is only one of many factors influencing decision-making: decision making is a process of compromise
- ▶ Crucial characteristics: policy makers under chronic time pressure to ,act‘, must process information quickly and cover wide thematic fields without in-depth knowledge of every issue
 - ▶ Dependent upon relevant, *generalizable* and credible evidence from science

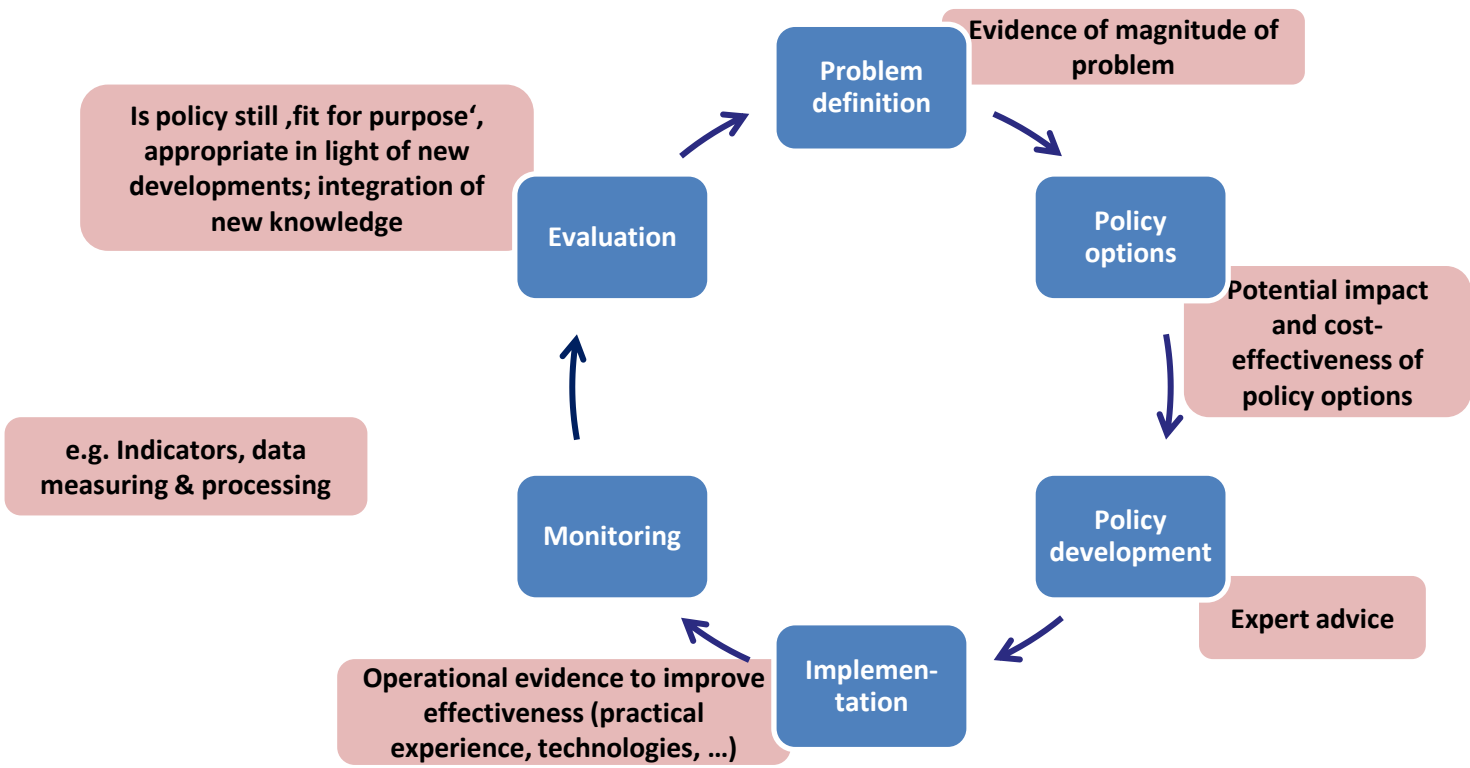
An understanding of the policy cycle



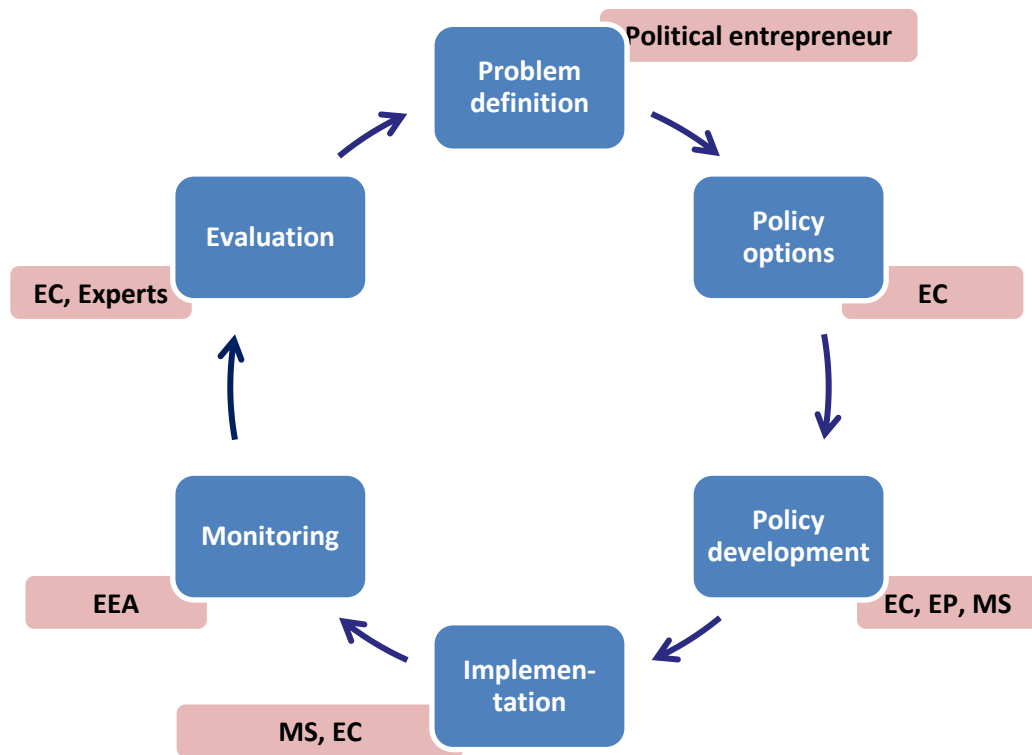
Developments in EU water policy



What types of evidence can science provide

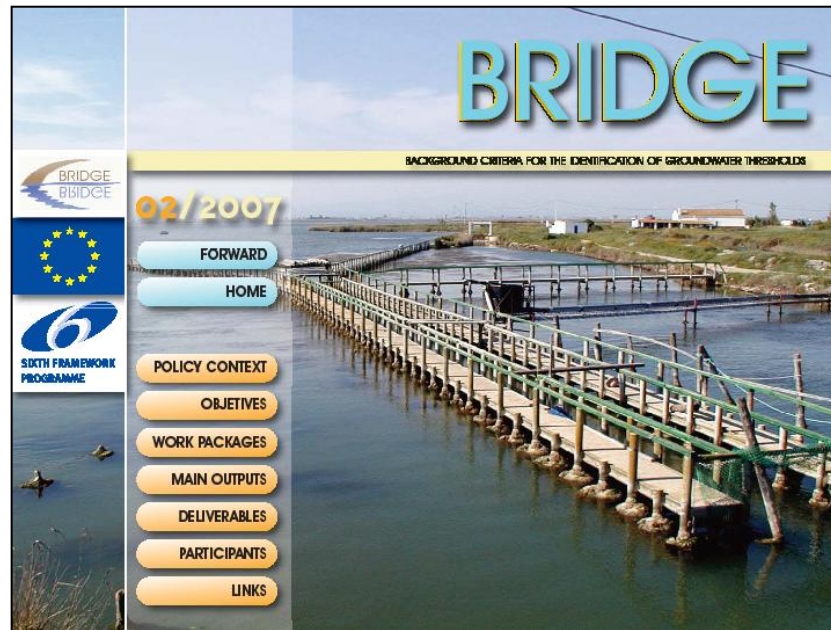


Who should be listening?



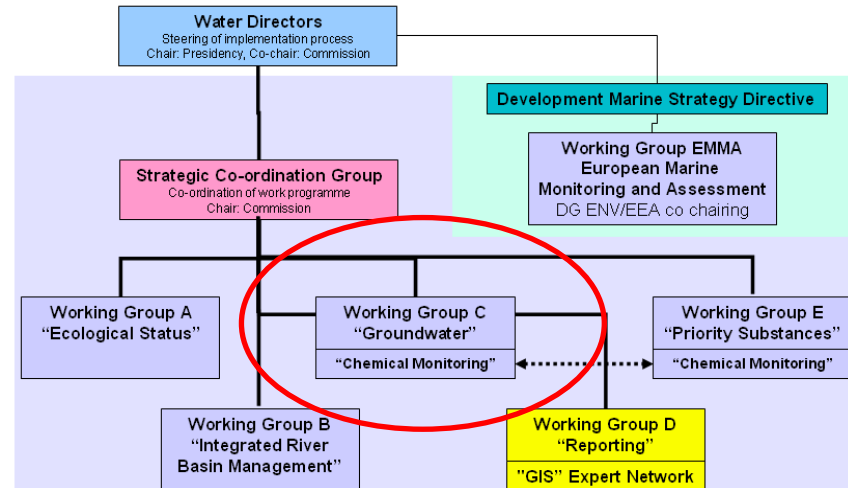
Best practice example impacting policy: BRIDGE (FP6)

- ▶ Policy need and research objective:
European approach/
methodology to derive
environmental threshold values
for groundwater bodies



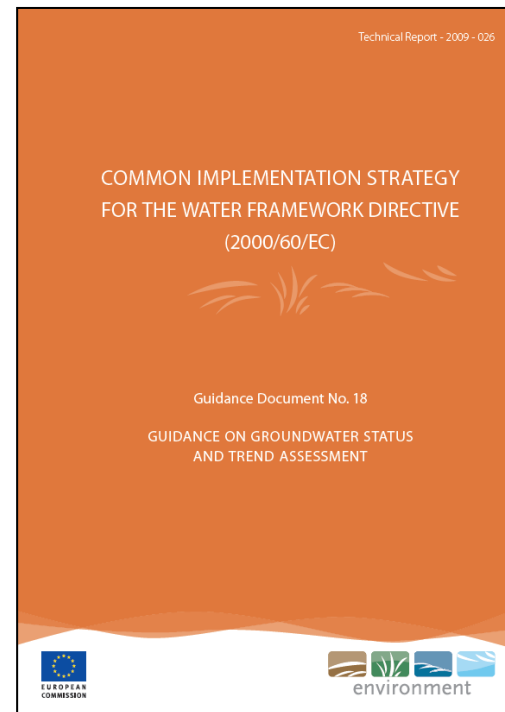
BRIDGE dissemination strategy

- ▶ Target: policy makers in charge of WFD implementation
- ▶ Liaison with implementation Working Group C set up within the Common Implementation Strategy (CIS) throughout the project
- ▶ Timing of dissemination activities according to timetable of WGC
- ▶ Strong involvement of DG-Env and DG-RTD in project development and dissemination



Bridge: Utilization of project results

- ▶ **Utilization: Bridge methodology and recommendations used by WGC to draft CIS guidance on „Groundwater status and trend assessment“**



Thank you!

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