Communicating research: Getting your message across

Objectives of working group session

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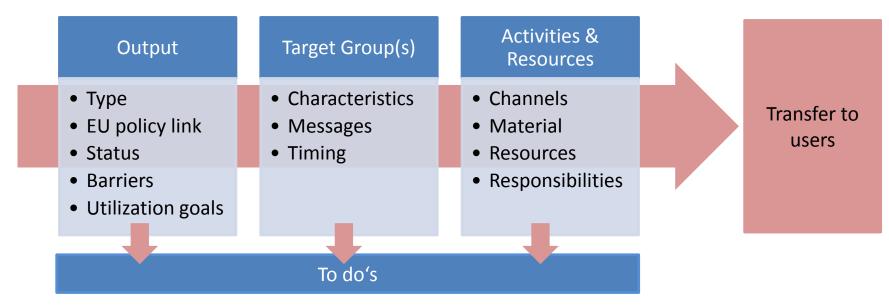
Individual Dissemination Strategy II

Output	Target Group(s)	Activities & Resources
• Type • EU policy link • Status • Barriers • Utilization goals	• Characteristics • Messages • Timing	• Channels • Material • Resources • Responsibilities

Transfer to users

To do's

WaterDiss

IDS II Form

Research output Nr.1
1. Select output to focus upon

2. Write a short paragraph describing the output.
- Explain why it is an output worth disseminating
- What is the output intended for?
- Does the output respond to a need?
- What is the interest of the project coordinator / consortium?

Fictionary example:
The AGRI Model is an innovative tool to calculate nutrient loads in run-off water. It aims to give an overview of nutrient outputs from agriculture into the water at farm level.

It responds on the one hand to policy needs (WFD and the objectives of good status of Europe's waters) and on the other hand it helps farmers to monitor the amount of nutrient they need to use.

The project members are eager to disseminate and have wide-ranging, relevant and active contacts.

This is an output worth disseminating as it is practical, will help practitioners as well as policy makers etc.

To Do:
Speak with project coordinator

Read about project and draw on your own judgement

Utilization goal(s) / output objective(s)
What should the output be used for?

What does the project wants to achieve with the output?
- Sell a product
- Raise awareness
- Increase understanding/ propose solutions
- Increase use / influence behavior or decision making

Project objectives have to be SMART:
Specific, Measurable, Achievable, Realistic, Time-bound

Fictionary exa…
Overall goal
- Sell 30 AG… with simila…
- Influence… The Mode… decisions,…
- At nationa… Germany,… 2014 (Italy…

Message(s)
Identify and create the right messages
- Short and catchy messages for products
- Policy recommendations for outputs aiming at management and decision support
- Scientific journals for scientific outputs etc.

Fictionary exam…
Farmers: "AGRI…
Policy makers: "A…

Link to EU policy and specific Article (if applicable)
See list of EU policies under 1. Project facts and specify to which EU policy and which specific Article the output is linked to. Shortly specify the content of the Article.

Fictionary example:
Water Framework Directive: Article

Nitrate Directive: Article 10 of the Nitrates Directive requires that Member States submit a report to the Commission every four years following its notification. This report should include information pertaining to codes of good farm practice, designated nitrate vulnerable zones (NVZs), results of water monitoring and a summary of relevant aspects of actions programmes for vulnerable zones

To do:
Speak with project coordinator

Read policy and compare with project

Target group(s) & characteristics
Select target groups to focus upon
- State overall target groups (see Annex 4)
- Identify relevant target groups: specific names of organisation, journals or people and contact data
- Cluster target groups by types according to needs, attitudes, and behaviour.
- Which group would benefit the most from the research results?
- Who are key multipliers (i.e. professionals in strategic positions)?
- How do you reach each target group? Which communication means and channels do they use?
- Which information sources do they use within their work?
For some characteristics of national policy-makers, see Annex 5
- Which target groups have not yet been addressed?

Fictionary exa…
- Practiti…
  o
- Scient…
  o
- Policy…
  o

The following… and are key m… National level… Swedish Envir…
- Martin… influen…
- Martin…

National agen…
EU level:
River Basin Ne…

Timing
Identify the right timing for dissemination and uptake of the output:
- For policy outputs: list conferences and stakeholder processes relevant to the policy processes, so that no deadlines for are missed. Think about the policy cycle.
- For innovative products: which companies are interested in making a test-run / demonstration. Think about a market analysis for ready to use products, using the product life-cycle.

Fictionary exam…
WFD: The Direct… covers the perio… at the moment. Important events…
- 3rd EWC…
- Green W…
- RBN Me…
- Blueprint…
Events to reach the…
- Farmer…

Type of output
For example: New technology, Model, Decision Support System, etc.
For more, see Annex 1

Fictionary example:
Novel technology, Model

To do:

Output status
Identify the readiness to use and distance to market of the output
- Is the output ready to use?
- Does the output match user needs?
- Are adjustments/improvements necessary and/or possible?
- What are the next steps to improve increase usability?
For more questions to judge the readiness to use of outputs, see Annex 2

Fictionary example:
The AGRI Model is ready to use. However, so far only small scale demonstration has taken place and the application has been limited to the UK and environmental conditions there.

The AGRI Model is easy to use once the user has received an explanation and implemented it. However help from farm advisors to set up the tool is needed in the first place.

To address these problems and make the tool easier to use, a guidebook could be established. Also, the tool should be tested in regions with other climatic conditions.

To do:
See Annex 2 on how to judge the readiness to use of outputs

Speak with project coordinator

Research possibilities to conduct small scale demonstrations

Activity / Channel(s) and material
Select relevant activities, dissemination channels and dissemination material:
- Which events could be used to promote the output?
- Who are the target groups that will attend?
- Which dissemination activities are appropriate for the specific needs of the target groups (i.e. language, scope, attention span and place)?
- Which dissemination material would each specific target group be interested in?
For a list of dissemination material and means, see Annex 6
- Identify which activities WaterDiss2.0 can offer and in which way the project could be involved

Fictionary exam…
A wide public wi… the AGRI Model. working in the fie… which might be i… makers, which w… group will mainly for awareness ra… Model

To reach policy funding tracks th… stakeholder cons… which could be d…

Local policy-ma… multipliers, as they take information from the EU (and EU research) to a national an… level and pass it on to the farmers. The information source they use are the minutes and reports of RBN Meetings. RBN Meeting in ISPRA is a relevant event to reach the local policy makers from different RBNs in Europe. Prepare a short policy brief and presentation about this issue, which they can pass on directly to the regional and national ministries.

Main barrier
Identify the main barrier, which hinders the uptake of this specific output
For a list of possible barriers, see Annex 3

Fictionary example:
The effort to implement this tool is considerable, requires a farmers' time and effort.

The Tool is expensive and application for funding may take a long time to come through.

Translating research results into all EU-27 languages to reach national administration and farmers.

To do:
Check the possibility to translate research results (project budget, WaterDiss2.0?)

Utilization goal(s) / output objective(s)
What should the output be used for?

Fictionary example:
Overall goal

To do:
Move to the next section

The following… and are key m… National level… Swedish Envir…

Francesca has contacts in Italy and is in a strategic position to influence policy making in the EC and Brussels → reduce time for funding from RDP

Workshops, Brokerage events)

Check synergies with events that WaterDiss2.0 project partners

Example of detail – Target groups

Target group(s) & characteristics	Fictionary example:	To do:
Select target groups to focus upon: • State overall target groups (see Annex 4) • Identify relevant target groups: specific names of organisation, journals or people and contact data • Cluster target groups by types according to needs, attitudes, and behaviour. • Who are key multipliers (i.e. professionals in strategic positions) • Which information sources do they use within their work? • How do you reach each target group? Which communication means and channels do they use? *For some characteristics of national policy-makers, see Annex 5* • Which target groups have not yet been addressed?	• Practitioners (Environmental managers, Farmers) • Scientists (Research institutions and academia) • Policy makers: EU-level (DG Environment and related expert groups; MS-level (Ministries, Water authorities and agencies); Local level (RB managers) **National level:** Swedish Environment Agency - Martin Larsson National agencies read newsletters and journals in their own language. Therefore they are best reached through a short note / article in Swedish in AgBioView. Martin has direct contacts with farmers and is able to influence policy decisions in Sweden. He is also a member of the CIS Expert Group on WFD and Agriculture. **EU level:** River Basin Network - Francesca Somma, JRC Coordinator Francesca has contacts in Italy and is in a strategic position to influence policy making in the EC and Brussels → reduce time for funding from RDP. Francesca can best be reached by short policy briefs. She is a multiplier for all experts involved in the River Basin Network, that could disseminate this information to practitioners and farmers at local level. For this group, simple working and practical information in their national language is needed. **Farmers**: Through farm advisory system in each country and farmers Union. Contact in Germany - Deutscher *Bauernverband* **Target groups not addressed:** No contact in southern Europe → Could contact Spanish Project partner to ask for contact to local River Basin authorities.	Contact project partners to identify target groups in their respective countries. Contact project partners to disseminate through their channels Translate output information into other EU languages Call Martin Larsson and Francesca Somma Call the Deutscher Bauernverband to identify contact point Seek help from WaterDiss

PREPARED - Enabling Change

GEOLAND 2

- 'Supporting the Monitoring, Protection and Sustainable Management of our Environment'

- Short video presentation of the **E-HYPE Model** presented in March 2012 at WWF6

Working Groups

Example:
PREPARED
(policy-oriented output)

Example of choice OR GEOLAND 2 (technical output)

Aim of Working Groups
• Learn how to communicate your research using a tool like the IDS II to a project
• Use a practical example to try it out. Please bring in your own experience in the discussion
Discussion thread: broadly follow the IDS II Form
• Feedback, questions, examples from your projects

Organisation

- **Please divide up evenly**
- **Moderator from Ecologic**
- **Please designate a rapporteur in your WG**
- **Use the material provided (Flipcharts, post-it's, pens etc) to write your ideas**
- **Printed copies of the IDS II Form are available**
- **Moderator and rapporteur will shortly present the outcomes at 12:30**

Thank you!

Dr. Darla Nickel, Ulf Stein, Johanna von der Weppen

Ecologic Institute Berlin

www.ecologic.eu

www.waterdiss.eu

www.europeanwatercommunity.eu

PREPARED – Enabling Change

- **PREPARED works with**
  - A number of urban utilities in Europe and worldwide
  - Industry and end-user driven project
  - Framed around water services providers
  - Also targeted to local government
- **Adaptation of the water supply and sanitation sector to cope with impacts of climate change**
  - Development of tools approaches and decision support systems
  - Guidance on how to dea with the uncertainta in the gloabl IPPC sceanrios and translation to a local level
  - Creation of awareness and involvement of problem-owners: the city utilities → driver behind the project

GEOLAND 2

- 'Supporting the Monitoring, Protection and Sustainable Management of our Environment'

- Part of GMES Initiative, which provides cross-border harmonised geo-information

- Aim: organise qualified production network to set-up a user driven product quality assurance process:

  - ▶ Core Mapping Service provides input on land cover, land use, land cover change and bio-physical parameters

  - ▶ Core Information Service provides specific in infomraiton for european environmental policies and international treaties on Climate Change, food security and sustainable development in Africa

E-HYPE: Pan-European hydrological model

- **Model application to calculate:**
  - **hydrological variables (e.g. runoff, snow depth, groundwater level)**
  - **nutrient variables (e.g. concentrations and loads)**
  - **over 35 000 subbasins across Europe**
- **E-HYPE v1.0: high resolution, operational but uncalibrated. Based on readily available global databases**
- **E-HYPE v2.0: recently released. Improvement of subbasin outlines, precipitation / temperature / evapotranspiration data. More gauging stations for calibration and validation (underway)**
- **E-HYPE v2.1 goal for 2012: deliver real-time hydrological and nutrient data from the entire European coastline**