

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

# The FP7 WaterDiss2.0 project in a drop



**Special Session:**  
**Communicating research: Getting your message across**  
**Ulf Stein, Ecologic Institute Berlin**

## European context

- ▶ “The typical length of time needed to complete the development cycle (in the water sector) is 10 years” (FP6 FUNDETEC 2007)



- ▶ There is strong need a to speed-up transfer of research outputs to water management institutions

# The SPI-Water Cluster (DG Research)

**Policy**    Policy makers



[www.spi-water.eu](http://www.spi-water.eu)

**Practice**  
Practitioners



**Science**  
Scientists

## WaterDiss2.0 - General objectives

- ▶ improve dissemination and the uptake of water-related FP6 and FP7 research results
- ▶ Improve the way research outputs are provided
- ▶ Reduce the time lag to only 3-5 years

## WaterDiss2.0 - Approach

- ▶ add an intermediate step after research, just like a marketing team in the industry would do
- ▶ use innovative Web2.0 features
- ▶ tailor dissemination activities to specific audiences or stakeholder groups, which are:
  - ▶ practitioners,
  - ▶ decision-makers (river basin authorities, municipalities),
  - ▶ “doers” (suppliers of technologies, consultancies, operators),
  - ▶ researchers and the research funding bodies at national level

# Methodology



## WP1: Assessment of selected FP research projects

- Questionnaires and individual interviews with coordinators
- Analysis of dissemination impact and potential uptake
- Stakeholder interviews

# Methodology

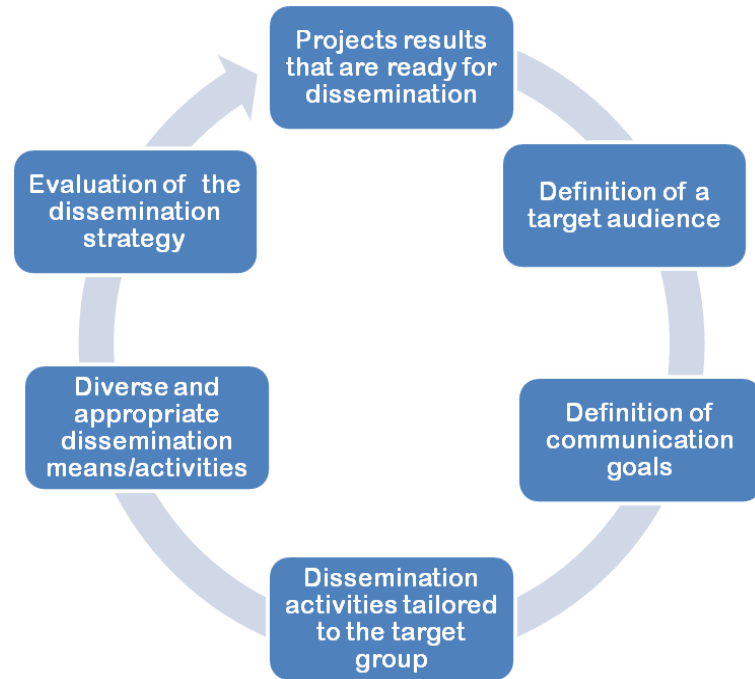


## WP2: Designing Individualised dissemination strategies and tools

- Description of target groups
- Preparation of the dissemination events
- Development of the web infrastructure

# Tools - IDS

# I Individual D Dissemination S Strategy





# Tools - European Water Community (EWC)

The screenshot shows the website for the European Water Community. At the top left is the logo with three stars and a water drop. To its right is the text 'European Water Community' and a language dropdown menu set to 'English'. Navigation links for 'Home', 'Features', and 'Join the community' are visible. A main banner contains text about the community's purpose: 'The community is a communication platform with the aim to connect science with policy to improve water management in Europe. It is open to all those interested in the science policy interface, where you can exchange ideas and information regarding research projects, results and research needs between scientists, policy makers and water managers. It is coordinated by the International Office for water and supported through a number of projects and the consortia involved such as WaterDiss, WatertoM, IWRM-net SCP. For more information, contact us.' A yellow 'Join the community' button is prominent. Below this are sections for 'Community activity stream' listing recent members like 'christine toriel' and 'Felix Frances', 'Our partners' with logos for IWRM-net, WaterDiss, and Water R-M, and 'Water Research News' featuring a news item about 'GEOLAND2 output: Pan European application of the Hydrological model, HYPE' dated 04/13/2012.

- communication platform
- exchange of ideas and information regarding research projects

Join us at:  
[www.europeanwatercommunity.eu](http://www.europeanwatercommunity.eu)



# Tool – Joint Events Calendar

| Event  | Date in 2012 | Place       |
|--|--------------|-------------|
| Conference: Monitoring of Mediterranean coastal areas: problems and measurement techniques | 12-14 June   | Livorno, IT |
| Workshop on river restoration - IS Rivers Conference                                       | 25 June      | Lyon, FR    |
| Summer school on flood risk management   | 16-20 July   | Oxford, UK  |
| CONAMA   | November     | Madrid, SP  |
| Special session within the “2nd Italian National Conference on River Restoration”          | November     | Bolzano, IT |

[www.spi-water.eu](http://www.spi-water.eu)

# Methodology



## WP3: Marketing results to target groups

- Joint dissemination activities
- Operation of social networking
- Brokerage and training events: booths, summer schools, seminars...

# Methodology



## WP4: Internal evaluation & contribution to Best Practice

- Evaluation framework
- Develop guidelines for future dissemination

## The key words: dissemination and utilization

- ▶ **Ultimate impact of research relies on the effectiveness of dissemination**
- ▶ **Ultimate goal of dissemination of research knowledge should be utilization**

Thank you for your attention!

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