Individual Dissemination Strategy Template

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Dear project coordinators!

By helping us filling out this form, you will create an Individual Dissemination Strategy for your project output.

The differents steps of drafting will be as following:

- **Pre-filling of the form by the Waterdiss team using information available on your project website, Cordis, WISE RTD…**
- **A 1-2 hour interview (or several shorter) with you or another responsible person.**
- **According to the results of the interview, Waterdiss team will draft a synthesis and propose dissemination actions for your project output.**

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PART1: Project facts

Project background and facts			
This information is available in the questionnaires / dashboard for some projects. If available, please feel free to use this information to insert here.			
Acronym		Contact person	
Project title		Telephone number	
Start and end dates		Email address	
FP6 or FP7		Institution	
Project website		City, Country	

Short project summary	Max.150 words		
Main project objectives	Max.150 words		
Link to EU policy (development) Please choose the relevant policies:	☐ Water Framework Directive ☐ Groundwater Directive ☐ Bathing Water Directive ☐ Drinking Water Directive	☐ Marine Strategy Directive ☐ Nitrate Directive ☐ The Sustainable Consumption and Production Action Plan ☐ Urban Waste Water Directive	

	☐ Environmental Technologies Action Plans	☐ Renewable Energy Directive
	☐ Floods Directive	☐ REACH
	☐ Industrial Emission Directive	☐ Other, please specify:

IDS should be drafted for one project output, not for project itself. If you are interested in conducting and IDS for several project outputs, please use separate forms for each output.

Criteria to choose outputs:

- **Most valuable impact on practice, science or policy**

- **Importance of the output on the political agenda or for specific target audience**

PART2: Individual Dissemination Strategy

Step	Example	To Do:
1. Research output Nr.1 Select an output to focus upon and 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?	Max.400 words	

Step	Example	To Do:
2. Type of output For example: New technology, Model, Decision Support System, etc. *For more, see Annex 1*	Max.150 words	
3. Target group(s) & characteristics **Select target groups to focus upon:** • State overall target groups (Annex 2) • 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? • Which target groups have not yet been addressed? *For some characteristics of national policy-makers, see Annex 3*	Max.700 words (approx. 100 per sub-question)	

Step	Example	To Do:
4. Utilization goal(s) / output objective(s) Specify what the output should be used: • What does the project wants to achieve with the output, for example: sell a product, raise awareness, increase understanding/ propose solutions, increase use / influence behaviour or decision making	Max.150 words	
5. Link to EU policy and specific Article (if applicable) See list of EU policies under *1. Project facts* and specify the EU policy and implementation step to which the output is applicable. Shortly specify the content of the Article of the policy.	Max.50 words per EU policy	
6. 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 4*	Max.150 words	

Step	Example	To Do:
7. Main barrier **7.1 Checklist** Identify the main barrier, which hinders the uptake of this specific output.	**Outputs** ☐ Not ready for use ☐ Too many outputs (making it difficult to follow through on disseminating each one) ☐ Addresses topics that are too specific or too broad ☐ Addresses geographic range that is too specific or too broad ☐ High costs of implementation ☐ Low demand for output **Target Audiences** ☐ Unwillingness of target groups to participate ☐ Reluctance to change technologies ☐ Deep-seated perceptions or resistance from the general public ☐ A lack of real collaboration with stakeholders/SMEs ☐ Confidentiality requests ☐ Problems with administrative/bureaucratic permitting procedures ☐ Lack of information flow from one member of a target group to other members (within target groups) ☐ Lack of communication between target groups ☐ Level of understanding of the research/science/output ☐ Large and diffuse target group **Dissemination** ☐ Geographic spread of partners ☐ Length of project funding does not coincide with uptake cycle ☐ Project run is too short to have an actual dissemination policy ☐ Focus and language of consortium too scientific ☐ Language of publications, events, and communications not adequate for target group	

Step	Example	To Do:
	☐ Bad match between the output and local conditions for its implementation ☐ Difficulty in reaching local stakeholders ☐ A lack of clear dissemination responsibilities among partners ☐ Little flexibility of the dissemination plan in the proposal due to EU requirements ☐ Ineffectiveness of scientific publications / conferences in reaching water managers ☐ High costs of dissemination activities/lack of resources ☐ Patents, ownership	
7.2 Comments concerning main barriers	Max.150 words	
8. 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? • Which activities can WaterDiss2.0 offer and in which way could the project be involved? *For a list of dissemination material and means, see Annex 5*	Max. 150 words	

Step	Example	To Do:
9. Message(s) Identify and create the right messages • Short and catchy messages for products • Policy recommendations for outputs aiming at management and decision support	Max. 50 words (max. 10 words per message)	
10. 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.	Max. 150 words	
11. Resources Identify what resources the project has available (space, material, budget, work experience, time) to carry out activities. Plan resources that could be used for multiple events.	Max. 150 words	

Step	Example	To Do:
12. To do' s and responsibilities	Max. 150 words	
Decide with the project coordinator who, within his project consortium will take responsibility for which task. Identify how WaterDiss2.0 can assist the project and note down your commitments. For example: • Organization of a conference or side event, • Contacting project consortium about similar events • Sign the project up to the EWC, etc.		

Annex

Annex 1: Types of output

An inexhaustive list of types of outputs is laid out below.

- Novel technology/process
- Improved technology / process
- Methodology
- Conceptual Model
- Analytical protocols
- Database
- Decision Support System
- Guidance document
- Report / Study / Book
- Improved understanding
- Encyclopedia (Information system)
- Case-study
- Theory

Annex 2: Types of target groups

Stakeholders

- Practitioners
  - Environmental managers
  - Farmers
  - Engineering companies
  - Operators (f.ex. of Waste Water Treatment Plant)
  - Suppliers (f.ex. of Drinking Water)
  - Model developers (efficient codes)
  - Coastal guards
  - Private Sector
  - Industry
  - Technicians

- Scientists
    - Research institutions and academia
    - Students
    - Model developers (efficient codes)
- Policy makers
    - EU - level
        - DG Environment
        - DG Research
        - DG ENV and related expert groups
        - Common Implementation Strategy
    - Member State – level
        - Ministries
        - Water authorities and agencies (and other topics i.e. Soil)
    - Local level
        - Water authorities and agencies (and other topics i.e. Soil)
        - River basin managers
        - Harbor authorities
        - Water User Associations
- Other
    - Research funders
    - Consulting companies
    - NGOs

Annex 3: Characteristics and use of channels of policy-makers

The following characteristics are based upon stakeholder interviews with policy-makers and multipliers in Germany in the water sector. It is not an exhaustive list of characteristics and they may vary depending on region, country, type of sector etc.

Question 1: 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 order of decreasing priority are:
- Scientific articles in native language are read frequently;
- 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;
- 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;
- 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.

Question 2: What are the main barriers to dissemination? What were the main barriers to uptake?
Barriers to dissemination and uptake by order of decreasing priority are:
- Language of the stakeholders;
- The research results are often not ready to use. Applied research should be carried out before European legislation sets the political agenda;
- Dissemination is not a main task of their daily work, hence they have only limited time to spend on dissemination;

Question 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.

Annex 4: Questions to judge readiness to use and distance to the market of the output

For more detail, see chapter 2.1 from D13 Analysis Grid

How ready to use are the outputs?
What is the current status of your output? (For example: planning phase, development phase, testing phase, ready-for-use phase, introduction-to-market phase)
Which additional work input would be needed to make the output more ready to use?
Is specific technical training needed to use your output?
Are your outputs geared towards a very specific and exclusive objective?
Can the outputs be transferred to other types of projects / policies / technology?

How useful is the output?
Given the objectives of your project and the specific needs for practitioners, scientists or policy-makers that each of the outputs responds to, you can ask the following questions:
How well do the outputs respond to policy and market needs?
How strongly / urgently was the application of your output needed?
Have the needs you initially identified changed over time? If so, did you adapt your outputs to the needs?

To what extent did up-take take place?
Do you feel that the desired impact or uptake has been achieved (and to what extent)?
Did any contacts result from dissemination means?
Did these contacts lead to up-take? If no, why not?
In what other ways did target audiences use your output?
When did / do you expect uptake of outputs to happen?

Do you think that uptake will take place with no further action taken?

Determining factors of the research outputs on the level of uptake / use:
- The quality and credibility of the outputs
- Output readiness for use
- Output relevance to the wider public
- An output's relative advantage over similar available outputs
- Issues with patents and intellectual property rights
- The facilities, capacity, costs, and know-how necessary for use
- The adaptability of the outputs

Annex 5: list of dissemination material and means

Articles in peer-reviewed journals	Website	Media advertising	Interviews
Press releases	Database	Conferences	Open days
Newsletters	Network	Workshops	Launches
Reports	Video and film	Training courses	Direct marketing

Number of projects utilizing each dissemination mean

Number of projects that found each mean to be one of their most effective tools