



# The WaterDiss2.0 project in a drop

Ulf Stein

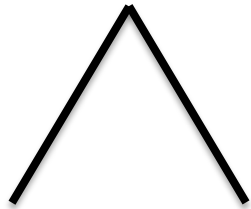
Ecologic Institute

# The Dilemma

- ▶ As stated by FUNDETEC (FP6-project) final report (12/2007),  
**“the typical length of time needed to complete the development cycle (in the water sector) is 10 years”**
- ▶ This means that research commissioned today will impact water management practices within about 12 years, far after the next milestones of the Water Framework Directive (2015, 2021)

# The SPI-Water Cluster (DG Research)

**Policy**    **Policy makers**



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



**Practice**  
**Users**



**Science**  
**Scientists**

# WaterDiss2.0 general objectives

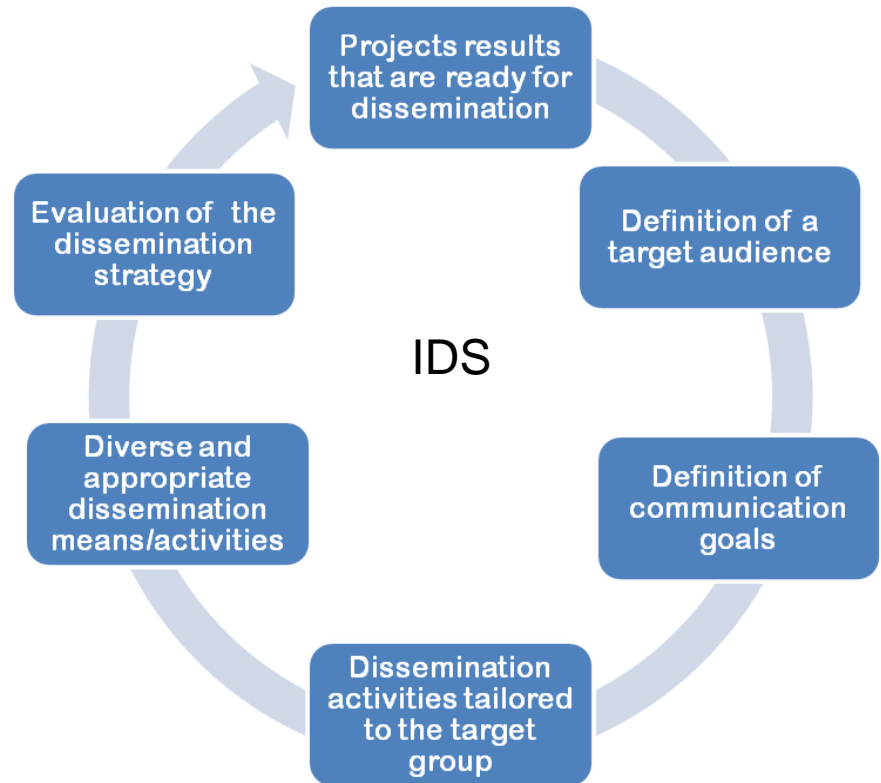
- ▶ Improve *dissemination* by introducing an intermediate step after research, just like a *marketing team* in the industry would do
- ▶ Speed up the *uptake* of water-related FP6 and FP7 research results
- ▶ Improve the way research outputs are provided

# Dissemination in practice: output-specific Individual Dissemination Strategies

▶ Matching

- (a) **research outputs** with
- (b) the **target audiences** and their specific needs and
- (c) the **content, media, formats**, and language

▶ Goal: to get the outcomes into the hands (and minds) of those target audiences.





# Dissemination in practice: [www.europeanwatercommunity.eu](http://www.europeanwatercommunity.eu)



English

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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](#).

[Join the community](#)



**Thank you for listening.**

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