



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

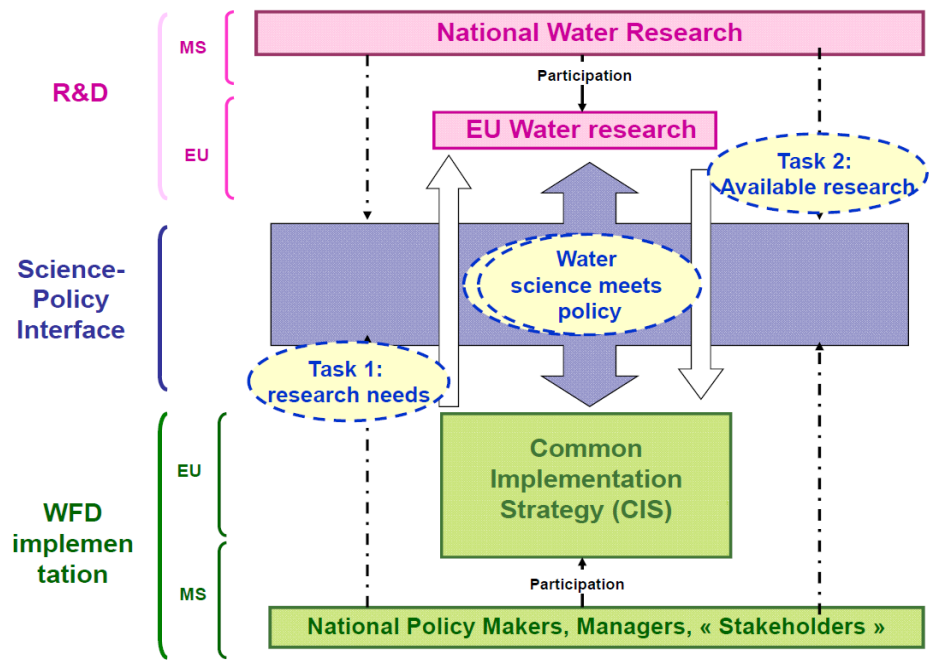
## WaterDiss2.0 Project Analysis Framework

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WaterDiss2.0 Consensus Conference:  
Expediting the Transfer of European Water Research

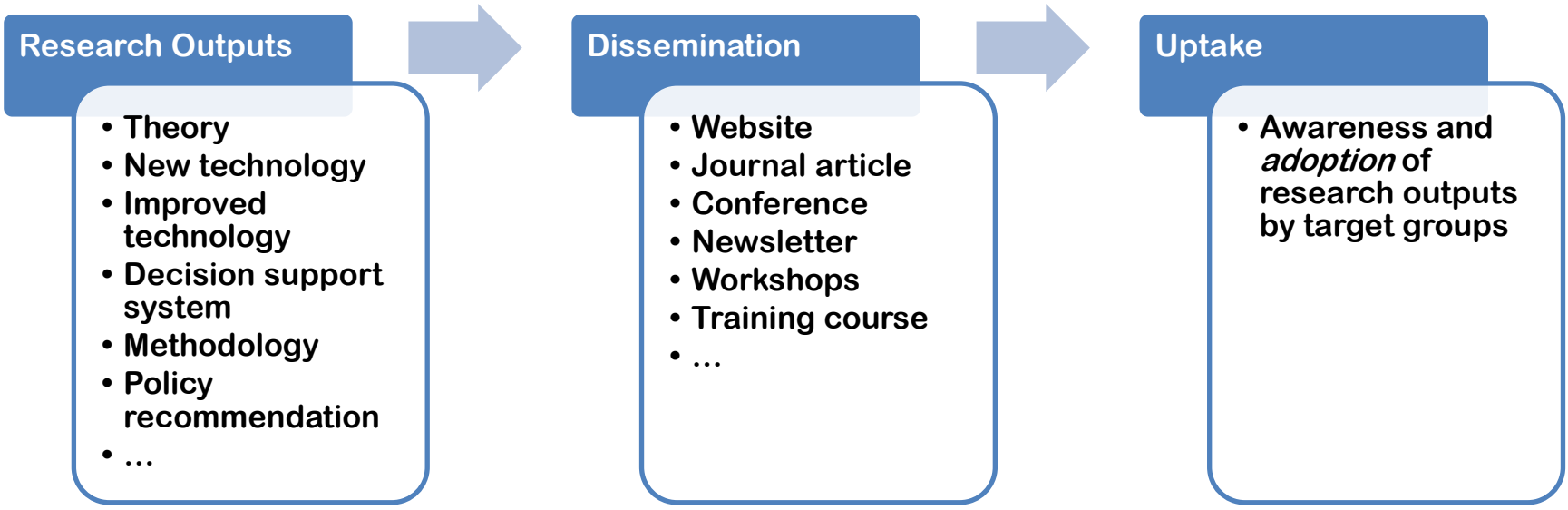
# WaterDiss2.0 revisited

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

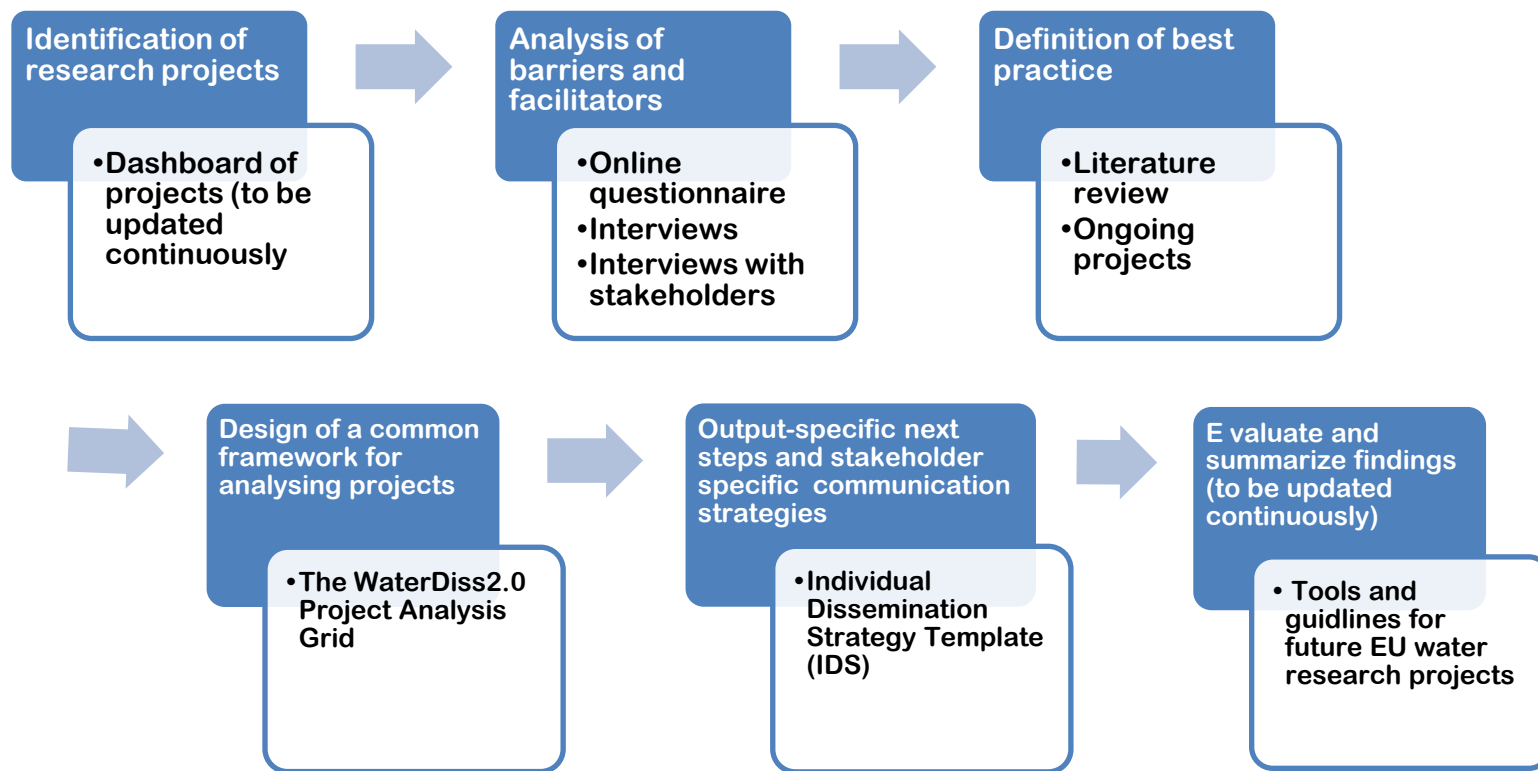


Source: Martini, F., 2011, Water Science-Policy Interface (CIS-SPI), Presentation given at WS&D EG – Venice 13-14 October 2011

# What are we talking about?



# Phase 1: Designing the framework (2011)





# The WaterDiss Dashboard of Projects

Identification of research projects

• Dashboard of projects

**Database of 60+ FP6 and FP7 projects**

**Criteria for choice of projects**

- Research needs identified by CIS-SPI
- Existing networks of WaterDiss2.0 partners

**Acts as**

- Shared database
- Analysis tool
- Overview of communication status with projects

**Information sharing**

- Spread sheet on OpenKM and online
- Public: description, contact, communication status
- Partners, Step-WISE, STREAM: Questionnaires & interviews





Identification of research projects

• Dashboard of projects

# The WaterDiss Dashboard of Projects

WaterDiss2.0 selected projects

	FP6 / FP7	Acronym	Title	Start date	End date	Coordinator	Partner contact	Initial phone call	Sending of questionnaire	Followup call, if necessary	Quest. is returned	Interview	Mode of interview	Upload of interview minutes
1	FP6	EUROWET	Integration of European Wetland research in a sustainable management of water cycle	2004	2006	NEGREL, Philippe (Dr) Bureau de Recherches Géologiques et Minières FR	OIEau	Completed	Completed		01.06.2011			
2	FP6	REBECCA	Relationships between ecological and chemical status of surface waters	2003	2007	Dr Seppo Rekolainen Finnish Environment Institute FI	A21 partners	Completed	Completed	None	13.05.2011			
3	FP6	SWIFT-WFD	Screening method for Water data Information in support of the implementation of the Water Framework Directive	2004	2007	Catherine GONZALEZ (Mme) Association pour la Recherche et le Développement des Méthodes et Processus Industriels FR	OIEau							
4	FP6	BRIDGE	Background criteria for the Identification of Groundwater thresholds	2005	2007	Mme Pauwels Bureau de Recherches Géologiques et Minières FR	OIEau	Completed	Completed	None	23.05.2011	Completed	Phone	Completed
5	FP6	GEOLAND	GMES products & services, integrating EO monitoring capacities, to support the implementation of European directives and policies related to "land cover and vegetation"	2004	2007	Alexander Kaptein Astrium GmbH - EEG3	Ecologic							
6	FP6	WADE	Floodwater Recharge of Alluvial Aquifers in Dryland Environments	2004	2008	Dr. Benito Gerardo Consejo Superior de Investigaciones Científicas ES	ESKTN							
7	FP6	GABARDINE	Groundwater Artificial recharge Based on Alternative sources of water: advanced Integrated technologies and management	2005	2008	Prof. Dr. Martin Sauter Georg-August-Universität Göttingen DE	A21	Completed		None	26.05.2011	Completed	Face to face	Completed
8	FP6	AMEDEUS	Accelerate Membrane Development for Urban Sewage Purification	2005	2008	Boris Lesjean Kompetenzzentrum Wasser Berlin Gemeinnützige GmbH DE	Ecologic	Completed	Completed	Completed		Completed	Face to face	Completed





# Analysis of barriers and facilitators: Gathering information

Analysis of barriers and facilitators

- Online questionnaire
- Interviews
- Interviews with stakeholders

Online questionnaire  
(project coordinators)

- Basic project information from project coordinators to understand and categorize projects based upon:
- Issues addressed
- Objectives
- Main outputs
- Targeted stakeholders
- Embedded dissemination approach



Follow-up interviews  
(project coordinators)

- Potential reuse of project results
- Possible steps to be taken
- Impact of embedded dissemination activities (what was effective, how was it measured)
- Dissemination lessons learned (what hindrances were encountered, what were the facilitators, what did not work)

Stakeholder interviews

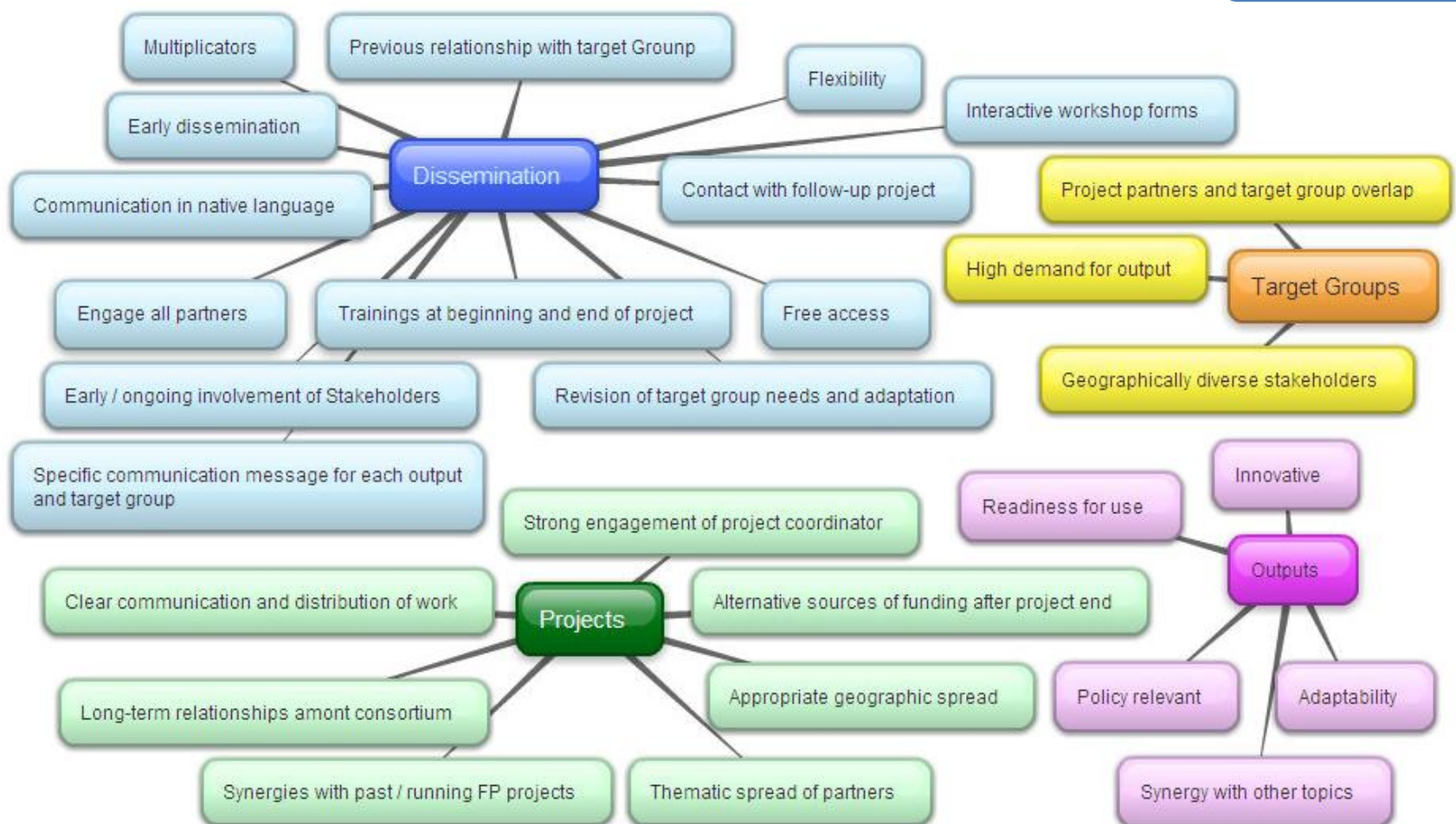
- National water authorities, river basin managers
- How do they receive research results?
- Main barriers to uptake
- How to improve achieve a better dissemination and uptake
- Requirements for successful events (seminars, brokerage)
- Channels for information on research results
- Main barriers to dissemination
- Suitable target groups



Analysis of barriers and facilitators

- Online questionnaire
- Interviews
- Interviews with stakeholders

# Facilitators of dissemination & uptake

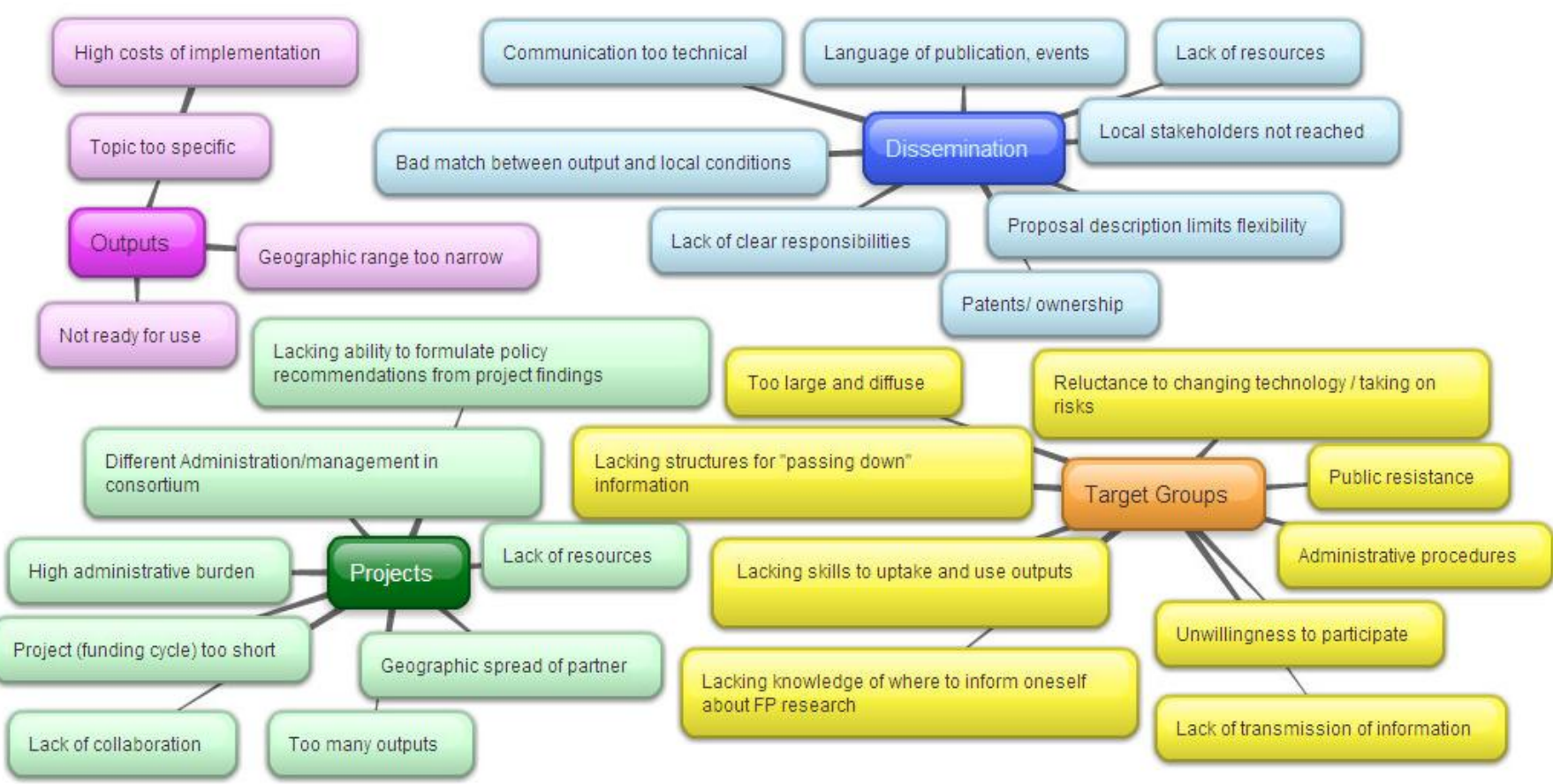




Analysis of barriers and facilitators

- Online questionnaire
- Interviews
- Interviews with stakeholders

# Barriers to dissemination & uptake



# Which can the WaterDiss project do?

Analysis of barriers and facilitators

- Online questionnaire
- Interviews
- Interviews with stakeholders

## Dissemination related activities:

- Stakeholder analysis (communication & knowledge needs)
- Activities tailored to stakeholder group and output (workshops, summer schools, e-seminars, e-fair, brokerage events)
- Communication in national languages and via national channels

## Non-dissemination related activities:

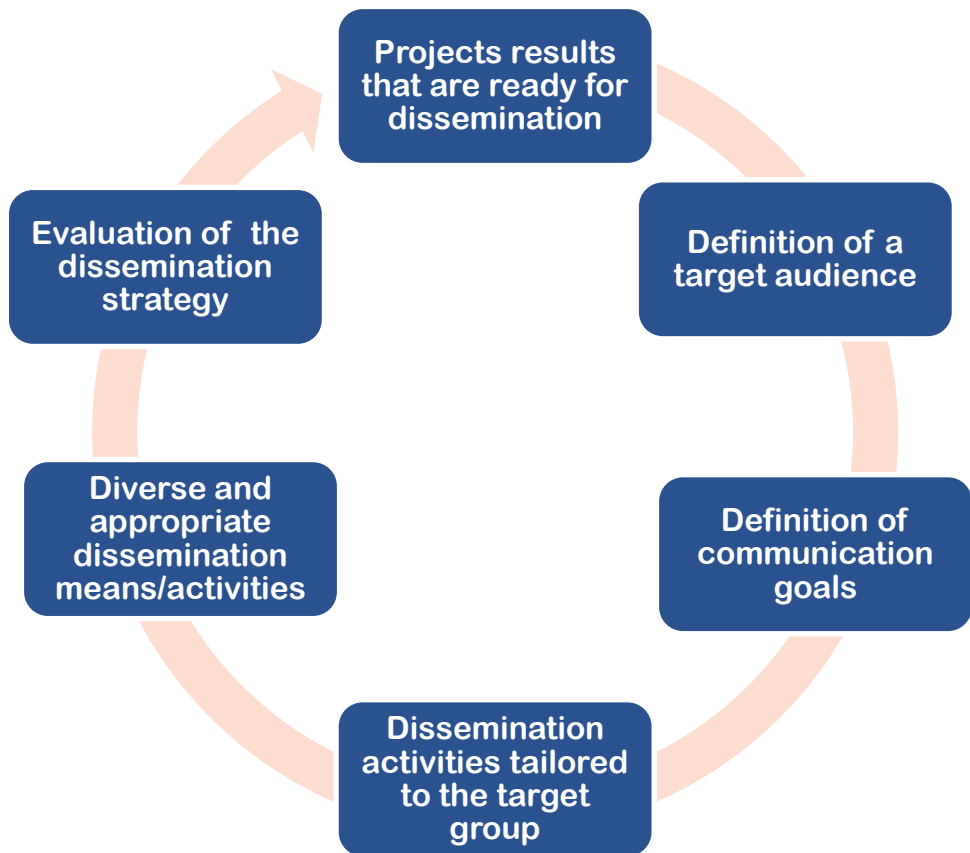
- Capacity building (training)
- Building networks of like-minded people
- Identification of partners for follow-up projects
- Identification of lead users & possible partners for demonstration projects
- Search for appropriate funding ...



# Core elements of best practices

Definition of best practice

- Literature review
- Ongoing projects

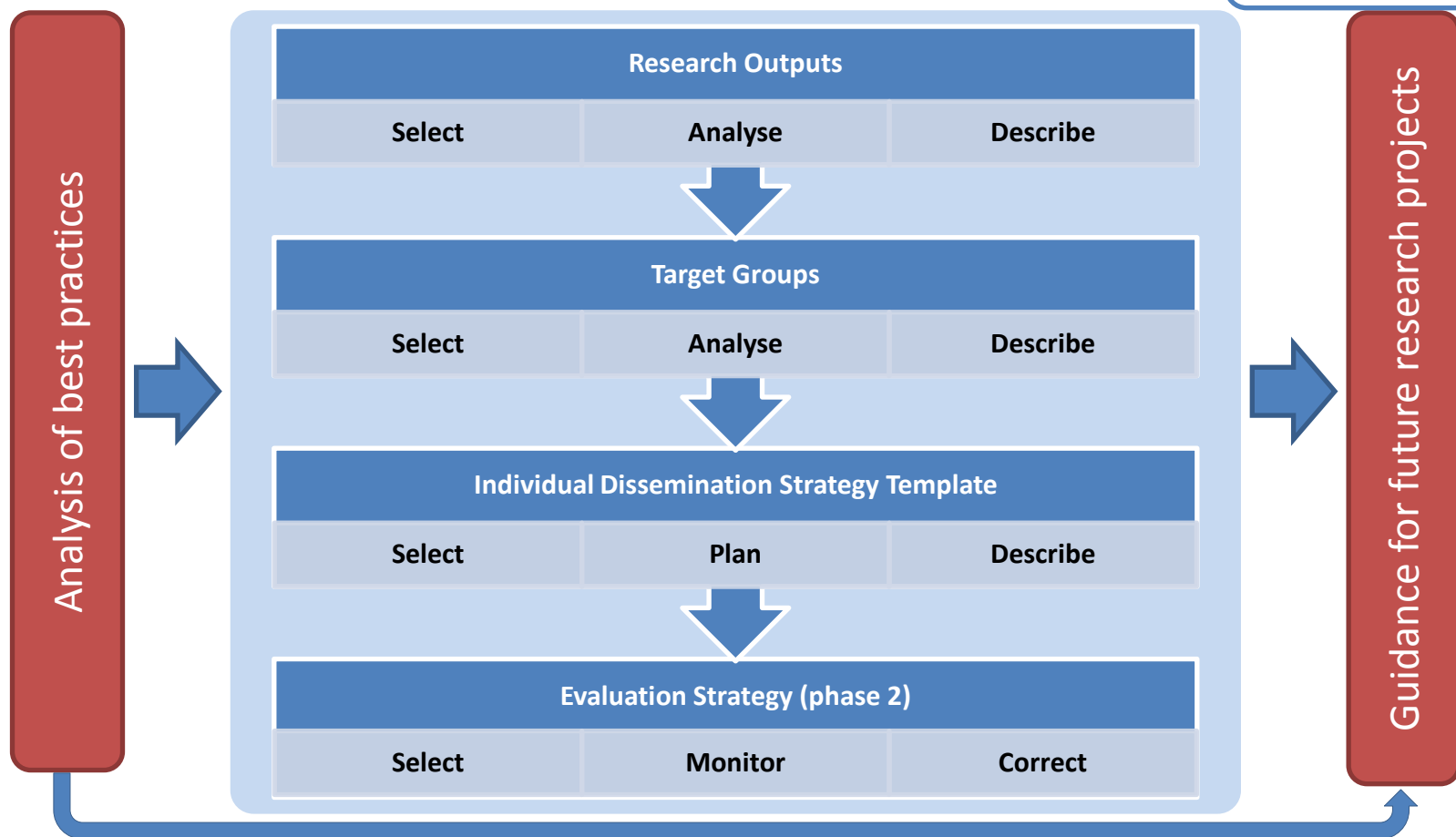




Design of a common framework for analysing projects

- The WaterDiss2.0 Project Analysis Grid

# Analysis Grid

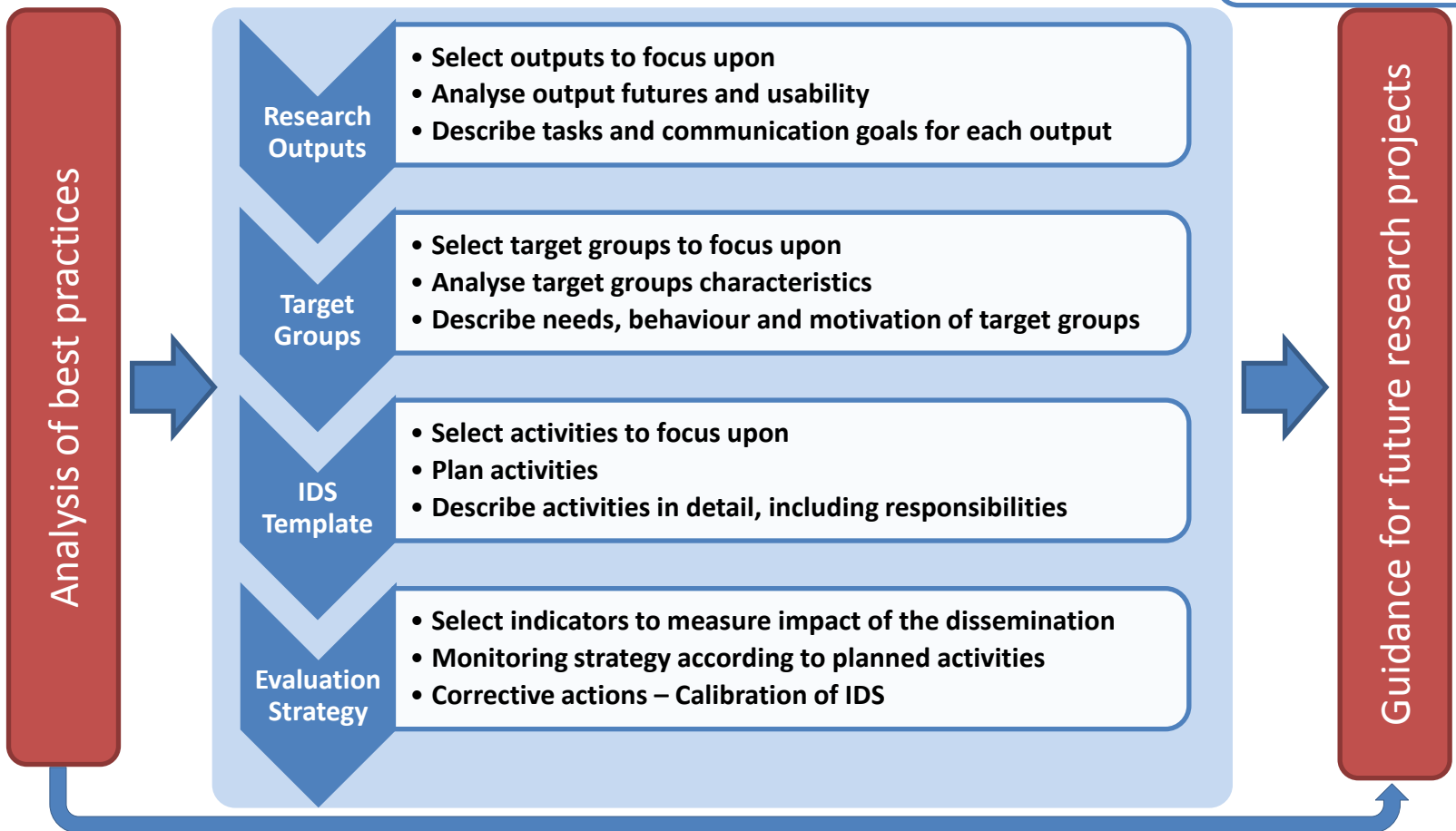




Design of a common framework for analysing projects

• The WaterDiss2.0 Project Analysis Grid

# Analysis Grid





Design of a common framework for analysing projects

• The WaterDiss2.0 Project Analysis Grid

# Research Outputs

## Select outputs

- Need/importance of an output in the political agenda or for specific target audience
- Status (readiness to use) of output
- Affinity of research project coordinator / team towards promoting a specific output

## Analyse outputs

- Match between output and specific user needs: are adjustments/ improvements necessary and/or possible?
- Status of output: How ready to use are the outputs? What are the next steps to improve increase usability?
- Transferability of the outputs: Do synergies exist with other projects, policies, technologies?
- Patents, IPR, or similar barriers to uptake: what can be done?
- Resources (financial and human) necessary to achieve readiness for use

## Describe outputs

- Added-value, status, outstanding tasks and communication goal for each output





Design of a common framework for analysing projects

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# Target Groups

Select target groups

- Potential target audiences for dissemination of each output
- Target groups and "multipliers" that will profit most and/or are most likely to use the output
- Target groups that have not yet been adequately addressed (communication deficits)
- Extent of personal relationships with target audiences

Analyse target groups

- Output-related needs of the target group(s)
- Characteristics and needs of the target audience regarding communication
- Means/channels most effective at reaching the target audiences
- Target groups of similar type and interest

Describe target groups

- Storyline of needs, behaviour and motivation of target groups

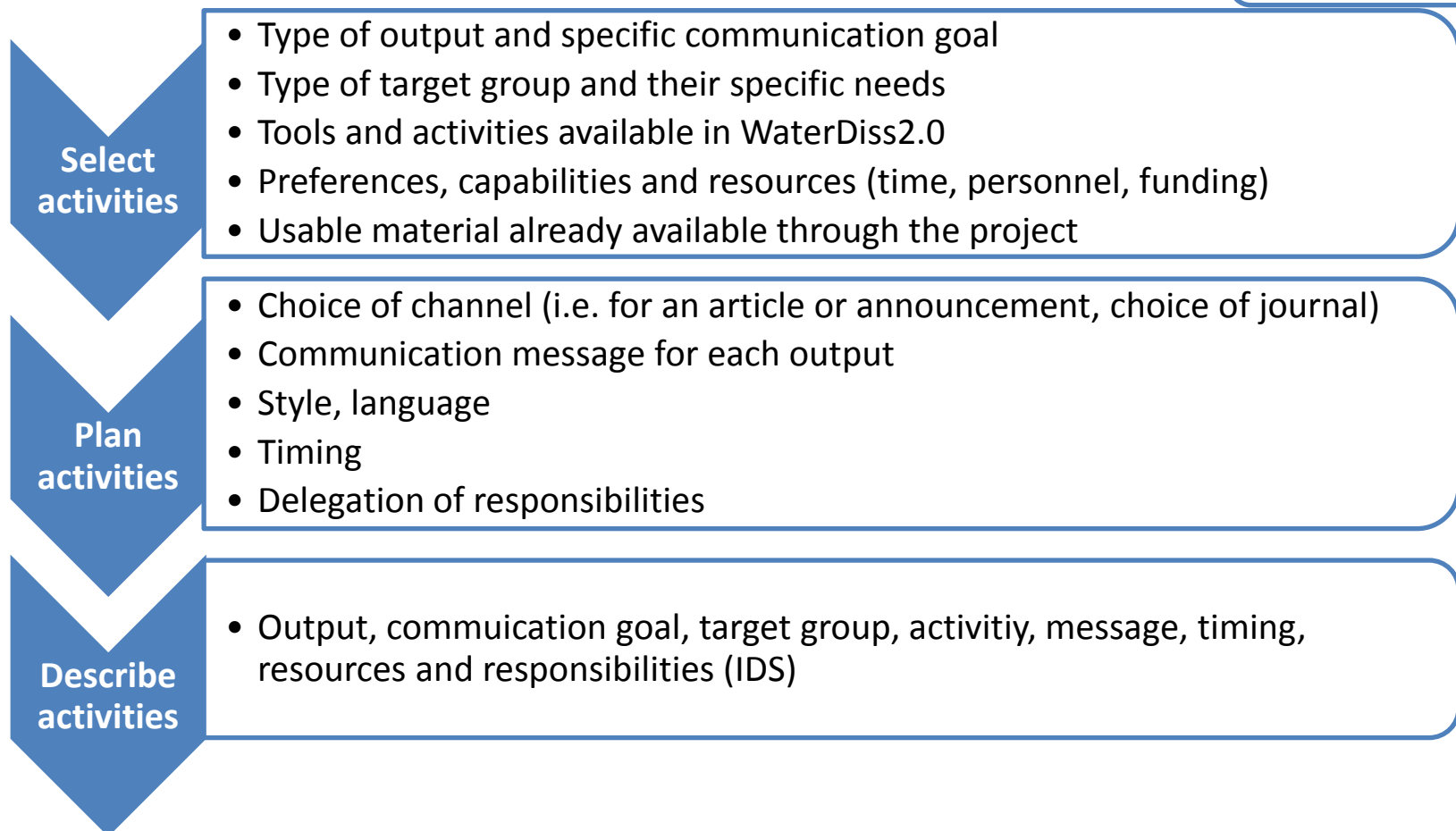




Design of a common framework for analysing projects

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# Individual Dissemination Strategy







Design of a common framework for analysing projects

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# Individual Dissemination Strategy

Project & output background:	• ...
Output:	• ...
Non-communication steps:	• ...
Communication goal(s):	• ...
Target group(s) & characteristics:	• ...
Activity/Channel (s):	• ...
Message(s):	• ...
Timing:	• ...
Resources & material:	• ...
Responsibilities:	• ...
To do's:	• ...





# Thank you!

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