



Dissemination strategy plan

PP10 – Waterboard Noorderzijlvest, The Netherlands.

Introduction

With this dissemination strategy plan, waterboard Noorderzijlvest indicates how the benefits of the Interreg IVc project TRAP will be disseminated in the region of the waterboard.

Why dissemination

The TRAP projects enables all ten partners to learn from each other's good practices on land en river management. This information should not be restricted to only the attending partners, but should also become available to partners of the project partners. This enlarges the opportunity to learn from the lessons learned by others, on a European scale, with the goal to strengthen European ties and good land en river management in all European regions.

What to disseminated

All ten project partners described their good practices on land and water management, with a focus on the Water Framework Directive (WFD) and the European Landscape Convention (ELC). The core of these good practices are critical success factors. These factors and the examples of good practices can be presented to regional partners, with the aim on trying to transfer these practices.

How to disseminate

Waterboard Noorderzijlvest tries to disseminate through different kinds of approach, for instance:

- *General dissemination.* The target group is general public, the inhabitants of the working area of the waterboard. This will be done through:
 - Press releases on the TRAP project and specific sub projects;
 - Articles on the website of the waterboard.
- *Dissemination to professionals.* People with a professional interest can be informed concerning content. Ways to do this are:
 - Presentation of the TRAP project en good practices in internal meetings of the waterboard;
 - Presentation in the WFD stakeholder meetings, including the general board;
 - European partners who visit in the context of other European projects.
- *Dissemination into regional projects.* In this way specific information from TRAP partners can be introduced into regional projects. Examples are the projects:
 - Rehabilitation of Sea Trout in the waters of waterboard Noorderzijlvest;
 - Adaptation of the method of Ecosystems Services.

Results of meetings which are relevant to the TRAP project will be documented and added to the periodical activity reports.

Waterboard Noorderzijlvest will carry out these actions in the coming 1,5 years in which the TRAP project will be effective. Dissemination of good practices and learning from partners will strengthen good water management in this part of Europe.