



**PP1 – Kainuun Etu Oy  
DISSEMINATION STRATEGY**

**TRAP PROJECT**  
Territories of Rivers Action Plans

**9.1.2013**



## Territories of Rivers Action Plans

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## 1. INTRODUCTION

The INTERREG IVC programme is about interregional cooperation. It promotes the sharing of ideas and knowledge for more effective regional development policies across the European Union. This in turn requires a strong dissemination effort and a comprehensive communications & stakeholder involvement strategy.

For the TRAP project there is overall communication & dissemination plan prepared. That plan organises the communication and dissemination effort of the project TRAP, Territories of Rivers Action Plans, a project co-funded by the European Regional Development Fund (ERDF), under the umbrella of the European Union programme INTERREG IVC.

In addition to the overall project communication & dissemination strategy, each project partner is preparing its own strategy to ensure proper communication and dissemination in their own region / member state. Also the regional strategy includes the plan for stakeholder involvement and developing the networks. These two aspects are crucial for the implementation of the project results, i.e. transferring the good practises.

This regional dissemination strategy includes three main aspects: general communication and dissemination (awareness raising); detailed explanation on the networks and their development; and plan for targeted communication & stakeholder involvement. Also the language aspect is taken into account in this plan, as well as the issues related to the reporting and monitoring of the communication. This plan focuses on the dissemination, communication & cooperation activities in the region. The issue of communication between the TRAP partners (internal communication) is discussed in the overall dissemination strategy.

## 2. TRAP PROJECT – Overview

TRAP deals with the challenge of integrated management of rivers & river territories. Its purpose is to build on and transfer good practices that embed aquatic & cultural heritage protection in regional, sustainable growth solutions. TRAP contributes to the implementation of the WFD, the ELC and the Europe 2020 strategy.

The TRAP project focuses on the notion of 'protection & development', i.e. how protection measures –including rehabilitation & restoration, of environmental (water) and cultural / historical landscapes can be part of an overall economic growth process. Ultimately, it aims at contributing to the long term on-going discussion of internalising socio/environmental costs profitably into the development & growth process.

During the first two semesters of the TRAP project a Regional Needs Analysis was completed. That analysis is the basis for selection of the transferable good practises. At the time of the preparation of this regional dissemination strategy, the selection of the good practises is ongoing. For Kainuu region we are seeking for solutions that combine development to the protection, i.e. to create sustainable growth. That focus is also taken into account in the stakeholder involvement plan, dissemination strategy and networking aims.

### 3. COMMUNICATION AND DISSEMINATION STRATEGY

The overall communication & dissemination plan of TRAP aims to promote the scope and objectives of the project. It is to focus on the implementation of improved policy tools and understanding of integrated river basin management, including economic development so as to promote the accelerated implementation of the Water Framework Directive and the European Landscape Convention at a regional level. Whereas in the local level the focus of the strategy is more on the implementation of the project results, to ensure the good practise transfer to the region.

Because this regional dissemination strategy is written in the beginning of the project, there will be changes happening during the implementation of the project. To have the best benefit from this strategy, it includes detailed description on the communication & dissemination activities, networking and stakeholder involvement. But all of these are subjected to the changes, if there is a need during the project implementation. Despite the potential changes, the agreed CP2 outputs etc. will be produced.

There are several levels in the dissemination and communication activities:

1. General awareness raising (for wide audience, public...) – also named as dissemination and communication
2. Networking (rather loose contacts with bodies / organisations dealing with the similar issues)
3. Stakeholder involvement (i.e. targeted communication – cooperation and working together)

This plan gathers all of these levels, focusing slightly on the networking and stakeholder involvement issues. Those last two are crucial for successful project implementation (i.e. transfer of good practises and endorsed policy change).

When setting out on a communications exercise, the objectives of that communications exercise should be clearly defined, detailed, achievable and measurable. This applies both for the awareness raising and for the targeted communication. Possible goals may include aiming to improve legislation, informing public policy on a particular topic, improving public services, attempting to shape the opinions of certain stakeholders or to raise public awareness of a specific issue.

Successful implementation of the TRAP project is dependent upon:

- Communication of TRAPs main objectives; implementation and its development impact within the partners' regions
- Communication to promote the exchange of Good Practices in the four thematic areas
  - i. Governance: organisation, partnership and management of rivers
  - ii. Monitoring: establishing of good monitoring programmes and
  - iii. Aquatic Environment: management of fisheries and natural assets
  - iv. River tourism, landscape and land use issues: interaction between tourism and rivers
- Raise awareness among stakeholders in the participating regions on the need to promote the accelerated implementation of the Water Framework Directive and the European Landscape Convention

- Contribute to interregional cooperation in the EU and to the generation of common knowledge to promote integrated water and landscape management and promote accelerated implementation of the Water Framework Directive (WFD) and the European Landscape Convention (ELC) at regional level.

A message is a simple and clear idea that acts as a guiding principle for all kinds of communication – everything from the content of leaflets, brochures and websites to the agenda for a media interview, to conversations with stakeholders. Identifying and launching TRAPs core message, around which the communication objectives will revolve, is a major challenge for the communication & dissemination plan. This is because a message should be:

- Short
- Attractive
- Easy to remember
- In line with the actual scope of the project.

Taking all these prerequisites into consideration, three potential core messages for TRAP have been devised and discussed with the project partners.

- Message 1: TRAP will improve policy tools and understanding of integrated river basin management, including sustainable economic development.
- Message 2: TRAP will demonstrate that combining attractive growth with socio/environmental protection is possible.
- Message 3: TRAP will promote the accelerated implementation of the Water Framework Directive and the European Landscape Convention in the participating regions at regional level.

For Kainuu region, the second message is the most valid, but in some circumstances the two other messages will be used. The proposed messages included key words and phrases, like “integrated river management”, “Water Framework Directive”, “European Landscape Convention”, “attractive growth” and “sustainable economic development” which are the main components of the project. The potential messages also contained prominent and promising terms, like “accelerated”, “improve”, and “implementation”.

## **4. COMMUNICATION AND DISSEMINATION (AWARENESS RAISING)**

In this chapter the planned actions for general communication and dissemination are described. It is important to raise awareness on the project and make the information publicly available. This chapter is very much related to the Component 2 of the TRAP project (Communication and dissemination) with clear output & result indicators (e.g. press releases, brochures) and their targets. This chapter is mainly focusing on the external communication, general awareness raising and dissemination.

The ways of TRAP communication and dissemination (mainly for general awareness raising) are: websites (both project website and KE own website), newsletters, brochures, press releases, social media and project publication. In all the communication it is relevant to bring up the content side. In the below table it is detailed the project specific activities and outputs for TRAP communication & dissemination; and also the regional communication activities in Kainuu (the right column).

Activities (TRAP overall)	Outputs (TRAP overall)	Outputs (Kainuu)
<b>January – June 2012; TRAP 1<sup>st</sup> semester</b>		
<p><b>2.1 Set up PDT</b></p> <p><b>2.2: Production of the project logo.</b></p> <p><b>2.3: Organisation of the common costs tender</b>, selection of consultant, start production of the project web site and the brochures.</p> <p><b>2.4: Provisional newsletters themes:</b> N1 regional presentations, N2 TRAP good practices, N3 policy impact &amp; conclusions.</p> <p><b>2.6: Press / or media releases each partner (10);</b> PP7 Romania 1 article appearing in press, resulting from the interregional conference at the start of the project.</p> <p><b>2.8:</b> 2 synergy events participation and dissemination of TRAP project.</p> <p><b>2.9 INTERREGIONAL CP2 MEETINGS:</b> 1st interregional CP2 meeting, Bucharest (RO), 3/2012 2<sup>nd</sup> interregional CP2 meeting, Groningen (NL) 6/2012</p>	<ul style="list-style-type: none"> <li>– participations in 2 events</li> <li>– 2 interregional CP2 meetings</li> <li>– 2 dissemination events organised;</li> <li>– Dissemination template</li> <li>– Project Dissemination Team,</li> <li>– Tender for the common costs; selection of contractor;</li> <li>– TRAP logo;</li> <li>– 10 press/media releases;</li> <li>– Agenda, participants and minutes from the 1<sup>st</sup> &amp; 2<sup>nd</sup> CP2 inter/ meetings;</li> <li>– list of themes &amp; actions for local dissemination all partners;</li> <li>– Report liaising with DRB, WISE, related Int.IVC &amp; FP7(RoK) and EU external networks.</li> </ul>	<ul style="list-style-type: none"> <li>– Participation in 2 interregional meetings</li> <li>– 6 dissemination events</li> <li>– Production of the TRAP logo (PP1, KE was responsible on that, but CP2 coordination is with PP6)</li> <li>– 1 press release &amp; 1 media release</li> <li>– 1 networking contact</li> </ul>
<b>July – December 2012; TRAP 2<sup>nd</sup> semester</b>		
<p><b>Act. 2.1: PDS &amp; PDT</b> Production of the dissemination strategies per partner and formulation of the overall project dissemination activity.</p> <p><b>Act. 2.2 Project Marketing Material</b> Production of brochures and distribution of 2,500 to all partners</p> <p><b>Act. 2.3: Website (update)</b> Partners regularly propose content for the website update, under the supervision of SWRA.</p> <p><b>Act. 2.4: Project Newsletter</b> First newsletter is produced and is uploaded to the website</p> <p><b>Act. 2.6 Appearances in Press</b> Press or media release by PP9 who hosts the 3<sup>rd</sup> interregional meeting</p> <p><b>Act. 2.8: Networks &amp; Local dissemination</b> Four synergy events participated in. Local dissemination material available for download</p> <p><b>Act. 2.9: Interregional CP2 meetings</b> Third interregional CP2 meeting in Zemgale (LV) November 2012, CP2 related dissemination event organised.</p>	<ul style="list-style-type: none"> <li>– 4 participations in events &amp; documentation;</li> <li>– 1 interregional CP2 meeting &amp; 1 interregional dissemination event organised;</li> <li>– 9 dissemination strategies (PP2 &amp; PP3 share the same);</li> <li>– 1 project dissemination strategy, including list of related stakeholders;</li> <li>– 2,500 brochures</li> <li>– 1 web site</li> <li>– 1 project newsletter</li> <li>– Press release by PP9</li> <li>– Documentation from the programme &amp; outputs from the interregional dissemination event in Zemgale,</li> <li>– Minutes and participants from the 3<sup>rd</sup> interregional CP2 meeting in Zemgale</li> </ul>	<ul style="list-style-type: none"> <li>– Participation in 1 interregional meeting</li> <li>– Contribution to the website</li> <li>– Contribution to the newsletter</li> <li>– 2 dissemination events</li> <li>– 5 networking contact (contacting different TRAP-related projects in the region)</li> <li>– Preparation of the dissemination strategy</li> <li>– Production of TRAP presentation in Finnish</li> </ul>
<b>January – June 2013; TRAP, 3<sup>rd</sup> semester</b>		
<p><b>Act. 2.3 Project Web Site:</b> Updates to the project web site (PDT)</p> <p><b>Act. 2.6 APPEARANCES IN THE PRESS:</b> Press / or media release by PP4 who host the 4th interregional meeting; press release from PP1 who host study visit in June 2013</p> <p><b>Act. 2.8 NETWORKS &amp; LOCAL DISSEMINATION:</b> Four synergy participations and dissemination of TRAP material</p>	<ul style="list-style-type: none"> <li>– Participate in 4 events &amp; documentation;</li> <li>– Organisation of 2 interregional events,</li> <li>– 1 interregional CP2 meeting;</li> <li>– Updated project web site;</li> <li>– Press release by PP4,</li> <li>– Programme &amp; outputs from the interregional dissemination event in Cornwall,</li> </ul>	<ul style="list-style-type: none"> <li>– Organisation of 1 interregional event (study visit in Kainuu)</li> <li>– Participation in 2 interregional events</li> <li>– Press release (study visit)</li> <li>– Update of KE website on TRAP</li> <li>– Contributing to the TRAP website (especially on the topics of CP3 documents and Kainuu study visit)</li> </ul>

<p><b>Act 2.9 INTERREGIONAL CP 2 MEETINGS:</b> 4th interregional CP 2 meeting, Wales (UK), April 2013; CP2-related dissemination event organised; 1 interregional dissemination event in Kainuu associated with the study visit in June 2013</p>	<ul style="list-style-type: none"> <li>- Minutes and participants from the 4<sup>th</sup> interregional CP2 meeting in Cornwall; programme</li> <li>- Presentations from the interregional dissemination event in Kainuu, June 2013.</li> </ul>	<ul style="list-style-type: none"> <li>- 2-4 local dissemination / networking events</li> </ul>
<p><b>July – December 2013; TRAP, 4<sup>th</sup> semester</b></p>		
<p><b>Act 2.3 PROJECT WEB SITE:</b> Updates to the project web site (PDT)</p> <p><b>Act 2.4 PROJECT NEWSLETTER:</b> Production of the 2nd project newsletter; (TRAP GOOD PRACTICES, STUDY VISITS, DISCUSSION, CONCLUSIONS) ; PDT; uploaded to the project web site</p> <p><b>Act 2.5 PROJECT PUBLICATION:</b> Structure agreed and writing starts.</p> <p><b>Act 2.6 APPEARANCES IN THE PRESS:</b> Press / media release by PP3 and PP6 who host the 5th interregional meeting; TRAP newsletter disseminated to the local press</p> <p><b>Act 2.8 NETWORKS &amp; LOCAL DISSEMINATION:</b> Four synergy participations and dissemination of TRAP material; dissemination of the 2<sup>nd</sup> newsletter locally (information in the local press, all partners)</p> <p><b>Act 2.9 INTERREGIONAL CP 2 MEETINGS:</b> 5<sup>th</sup> interregional CP2 meeting, MWRA (IE), October 2013; CP2-related dissemination event co-organised PP2, PP3 and PP6 (from the study visit)</p>	<ul style="list-style-type: none"> <li>- 4 participations in events &amp; documentation;</li> <li>- 1 interregional CP2 meeting &amp; 1 interregional dissemination event organised;</li> <li>- Web site update</li> <li>- Press release by PP2, PP3 and PP6 (2 press releases),</li> <li>- Agenda, minutes and participants 5<sup>th</sup> interregional CP2 meeting; programme and outputs from the 5<sup>th</sup> CP2 meetings-related dissemination event;</li> <li>- 1 structure of the project publication agreed during the 5<sup>th</sup> CP2 inter/l meeting;</li> <li>- 2<sup>nd</sup> TRAP newsletter disseminated in the partner regions (10 references)</li> </ul>	<ul style="list-style-type: none"> <li>- Participation in 2 interregional events (other one study visit)</li> <li>- Contributing to the TRAP newsletter</li> <li>- Contributing to the project publication (especially because the content, mainly CP3, is responsibility of PP1, KE)</li> <li>- Contributing to the TRAP website</li> <li>- 2-4 local dissemination / networking events</li> <li>- Local dissemination in Finnish (either press release, KE website update or newsletter-type email) depending on the status of the GP transfer and the developed model</li> </ul>
<p><b>January – June 2014; TRAP, 5<sup>th</sup> semester</b></p>		
<p><b>A 2.2 PROJECT MARKETING MATERIAL:</b> 2<sup>nd</sup> round of brochures produced; 2500 brochures disseminated to the partners</p> <p><b>A 2.3 PROJECT WEB SITE:</b> Web site update</p> <p><b>A 2.6 APPEARANCES IN THE PRESS:</b> Press / or media release by PP8 who hosts the 6th interregional meeting</p> <p><b>A 2.7 CLOSING CONFERENCE:</b> Preparation activities for the closing conference.</p> <p><b>A 2.8 NETWORKS &amp; LOCAL DISSEMINATION:</b> Four synergy participations and TRAP dissemination</p> <p><b>A 2.9 INTERREGIONAL CP 2 MEETINGS:</b> 6<sup>th</sup> interregional CP 2 meeting, Western Macedonia (GR), April 2014; assessing also networking &amp; synergy actions &amp; results (WFD, ELC, WISE, DRB, Int.IVC projects, FP7 RoK projects, external networks). CP2-related dissemination event; Dissemination event related to the study visit in Slovenia, June 2014.</p>	<ul style="list-style-type: none"> <li>- Four participations in events &amp; documentation;</li> <li>- 1 interregional CP2 meeting,</li> <li>- Organisation of 2 interregional dissemination events;</li> <li>- Updated web site;</li> <li>- Press release by PP8 &amp; PP5,</li> <li>- Agenda, minutes and participants from the 6<sup>th</sup> interregional CP2 meeting;</li> <li>- Draft of the project publication content;</li> <li>- Agenda for the closing conference, list of possible experts to invite;</li> <li>- Programme and outputs from the CP2-related dissemination event;</li> <li>- Report on networking &amp; Synergy actions undertaken and their results.</li> </ul>	<ul style="list-style-type: none"> <li>- Participation in 2 interregional events (other one study visit)</li> <li>- Disseminating the TRAP brochures</li> <li>- Contributing to the TRAP website</li> <li>- Updating KE website on TRAP, if needed</li> <li>- 1-4 local dissemination / networking events</li> <li>- 1 article in some national journal (e.g. Ympäristö or Matkailu)</li> <li>- Contributing to the project publication</li> </ul>

<b>July – December 2014; TRAP, 6<sup>th</sup> semester</b>		
<p><b>Act 2.3 PROJECT WEB SITE:</b> Web site update</p> <p><b>Act 2.4 PROJECT NEWSLETTER:</b> Production of the 3<sup>rd</sup> project newsletter (POLICY IMPACT &amp; OVERALL TRAP RESULTS); PDT; uploaded to the project web site</p> <p><b>Act 2.5 PROJECT PUBLICATION:</b> Publication made ready, 500 copies, 10 per partner; also uploaded to the project web site.</p> <p><b>Act 2.6 APPEARANCES IN THE PRESS:</b> Press / or media release by PP5 who hosts the closing conference; dissemination of the 3<sup>rd</sup> newsletter locally (10 references)</p> <p><b>Act 2.7 CLOSING CONFERENCE:</b> Organisation of the closing conference in Slovenia, November 2014</p> <p><b>Act 2.8 NETWORKS &amp; LOCAL DISSEMINATION:</b> Three synergy participations and TRAP dissemination; 10 local seminars promoting the good practice transfer and the policy impact (increase the visibility of TRAP results in all regions), active liaising with WFD &amp; ELC networks</p> <p><b>Act 2.9 INTERREGIONAL MEETINGS:</b> Closing meeting of CP2 activities in Slovenia.</p>	<ul style="list-style-type: none"> <li>– Participation in 3 interregional events and documentation;</li> <li>– Organisation of 1 interregional dissemination event (closing conference);</li> <li>– Updated web site; press release by PP5;</li> <li>– Programme and conclusions from 10 local dissemination events;</li> <li>– Project publication in 500 copies;</li> <li>– Documentation of the closing conference (programme, speakers, material distributed, etc.);</li> <li>– Conclusive report on the networking and the sustainability of TRAP partners involvement in the external networks.</li> </ul>	<ul style="list-style-type: none"> <li>– Participation in the closing conference</li> <li>– Contributing to the TRAP website</li> <li>– Updating KE website on TRAP</li> <li>– Contributing to the TRAP newsletter</li> <li>– Contributing to the project publications dissemination</li> <li>– Local dissemination in Finnish (either press release, KE website update or newsletter-type email) depending on the status of the GP transfer &amp; policy impact</li> <li>– 1-4 local dissemination / networking events / seminar(s)</li> <li>– 1 press release</li> </ul>

In all TRAP related communication the guidelines (e.g. on the graphical identity) provided in the overall dissemination strategy are followed. For example the use of the logos is explained in the overall dissemination strategy; and there is no need to repeat it here.

To ensure proper dissemination in the regional, and sometimes even in national level, it is important to have some of the communication in Finnish. The information in Kainuun Etu website will be in Finnish and some of the documents are translated into Finnish (for example the Good Practise analysis table and synthesis report). Also there is a brief presentation on the TRAP project prepared in Finnish, which has been and will be sent to the contacted people (mainly stakeholders or members of the networks). During the project, relevant documents are translated to the Finnish and adequate amount of communication is also made in Finnish.

More information on the writing techniques and tips on communication & dissemination is available in the project dissemination strategy. Also internet is good place to search for more information when preparing e.g. a press release.

## 5. NETWORKS

Because different organisations / projects / bodies are also dealing with WFD, ELC and development issues, it is important to be aware of them and also to make us known for them. By networking potential synergies are found in early stage and ideas could be shared & developed further together. This chapter is focusing on the networks.

In the beginning contacts to the different organisations / other projects etc. are made. In the later stage, when the idea of the GP transfer is more mature, some of the network bodies may become as crucial stakeholders.

In Kainuu region the network for TRAP project consists on several bodies:

- Forest sensitivity mapping –project
  - o Mapping the sensitive (landscape, other activities,...) forest areas to be taken into account in the forestry activities
  - o METLA, Forest Research Institute (researcher Ron Sture)
- Socio-ecological tools for the planning of tourist destinations –project
  - o Mapping the sociologically and ecologically important areas to be taken into account in the tourism and other land use planning
  - o METLA, Forest Research Institute (researcher Katja Kangas)
- Landscape related projects in ProAgria Kainuu (Minna Komulainen)
  - o Commercialising of the landscapes
  - o Classification of the landscapes and valuation of the different landscape types
- Landscape Into Line -project
  - o The main aspect is to maintain the valuable agricultural landscapes
  - o Also to improve tourism, but not much done on that yet
  - o ProAgria Kainuu (Sari Leinonen)
- Improving the use of nutrients –project
  - o Project is seeking for funding, and aiming to start in the spring 2013
  - o MTT, Agrifood Research Finland (researcher Henri Vanhanen)
- Water / landscape related events in Kainuu
  - o No more information available yet, once such events are organised it may be worth that TRAP is present

So far above mentioned projects are contacted mainly to introduce TRAP and hear more on their projects. That is helping to find potential synergies, which are beneficial for both sides. When the GP transfer plans are more mature, new organisations / projects / people will be contacted depending on the situation.

In addition to the Kainuu region networks, some networking outside the region has been made:

- LakeAdmin-project
  - o INTERREG IVC –project focusing on the GP transfer around the rehabilitation of the lakes
  - o Finnish partner (SYKE) is a lead partner of the project
  - o Potential for cross-fertilisation
  - o SYKE, Finnish Environment Institute (Ari Mäkelä)
- Ministry of Environment, Ministry of Education and Culture
  - o Transfer of TRAP GPs may be beneficial also nationally, not only regionally
  - o Mental / technical support, hints and developing the ideas further
  - o Any regulations, national plans related to the GP transfer are known in the ministries
- Merikoski-fishway related research
  - o One Kainuu GP is actually located outside Kainuu, in Oulu
  - o Research on benefits from the fishway building, both ecological and economical

- RKTL, Game and Fisheries Research (Aki Mäki-Petäys)

TRAP project wide networking is made together with PP6 SWRA who is the CP2 coordinator. Kainuun Etu Oy, as Lead Partner, is specifically responsible for communication with the Commission on all project coordination issues. More details are available in the overall dissemination strategy.

## **6. STAKEHOLDER INVOLVEMENT AND TARGETED COMMUNICATION**

One challenge for the communication and dissemination activities of TRAP is to make the stakeholders comprehend the project's relevance to their needs and to consider how TRAP might help them to confront their problems and issues with the Water Framework Directive & the European Landscape Convention. For the success of the project it is crucial not only to involve stakeholders systemically but also to work together with them. That requires planned stakeholder involvement, awareness raising among the stakeholders; and targeted communication. This chapter focuses on the targeted communication and ways to involve and cooperate with the stakeholders.

The idea of the TRAP project is to transfer good practises from one partner region to another. Transfer is successful when there has been an endorsed policy change and/or accepted project plan with clear activities and funding. Because of the challenging targets, committed stakeholders are key for the success. Also by involving stakeholders and working together with them, TRAP could really bring some good opportunities and ideas to the region. Because the stakeholders are usually experts in their own field and on the other hand those to implement the policy change, it is important to listen their views and discuss on potential TRAP contributions with them.

In Kainuu region the most relevant stakeholders for the TRAP project are:

- Kainuu regional Centre for Economic Development, Transport and the Environment (ELY-centre)
  - Public authority
  - Implementation of both WFD and ELC
  - Kimmo Virtanen (WFD), Maarit Vainio & Liisa Korhonen (ELC)
- Regional council
  - Public organisation (including political council and members of staff)
  - Strategic planning and development of the region
  - Pentti Malinen and/or Hannu Heikkinen (staff members)
- Municipalities
  - Developing their own municipality area
  - Also responsible on ELC (mainly through the land use planning)
- Companies / other organisations
  - Depending on the Good Practise(s) we are aiming to import to Kainuu
  - For example The Finnish Forest Centre, tourism companies
- Kainuun Etu, other sectors
  - Public equivalent regional development company
  - Also depending on the aimed GP import
  - Tuomo Tahvanainen, Simo Yli-Lonttinen

Currently the regional transfer team is to be set up. Transfer team will be the one to focus on GP transfer, to evaluate which GP(s) to transfer and later to contribute to the practicalities related to the transfer process.

KE TRAP staff made a pre-evaluation of the good practises and their transfer potential. After that a local meeting with the ELY-centre is held, because ELY-centre is the main responsible of both WFD and ELC implementation. Later internal discussion in Kainuun Etu is needed, because of the tourism development made in our own organisation.

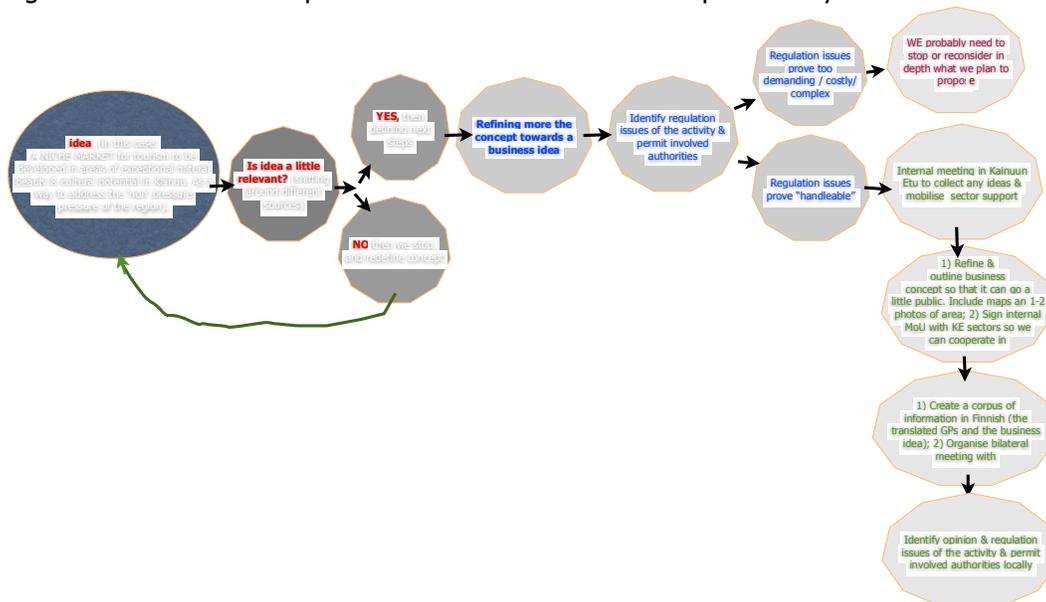
Depending on the outcome of these meetings, and potential other research, next steps are taken. Eventually the policies are endorsed by the regional council and/or municipalities, because those are the main responsible bodies of the development of the region or their own area. Before the endorsement of a policy change or project plan, local companies will be involved and the preparation is made together with a group of stakeholders.

Currently a preliminary idea of the GP transfer and a related development exist.

1) CASE 1, Figure 1 below: That is related to the summer schools combining the nature and the culture. It is in line with other regions willing to make river basin & river territory management plans corresponding to Coordination Actions in the overall RBMP, and ensuring sustainably developed areas with income to support protection costs. A plan of its implementation step-by-step is drafted and presented below.

2) CASE 2: Import of the Ecosystem Services to improve the running of the WFD in Kainuu.

Figure 1. The various steps in one of the two GP transfer planned by Kainuu.



## **7. IMPLEMENTATION, REPORTING AND EVALUATION**

This regional dissemination strategy gives the guidelines both on the awareness raising, networks and targeted communication (stakeholder involvement). In process of the writing of the document many issues were clarified and realistic plan for dissemination and communication activities was created.

It is though crucial to follow this plan. Reporting twice a year is helping to monitor implementation. Special templates are created to the report the dissemination activities. Those will be filled in as explained in the overall dissemination strategy. Changes to this plan are likely due to the GP transfer process.

Evaluation of the success of the dissemination and communication activities is made in the end of the project.