

**PP5 – Posoški razvojni center**  
**DISSEMINATION STRATEGY**

**TRAP PROJECT**

**Territories of Rivers Action Plans**



## 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 strategy.

Communication is important not only to ensure transparency and knowledge sharing but also to raise awareness amongst citizens within Europe of the benefits accrued from projects co-funded by the European Regional Development Fund. Disseminating project outputs ensures the durability of project results, while having the added benefit of inspiring others to take part in interregional cooperation.

This document is based on TRAP project dissemination strategy, but adds some regional needs and specifics.

## 2. TRAP PROJECT

The overall objective of TRAP is to benefit from this interregional exchange to analyse, contextualise and transfer good practices in integrated water and landscape management among the partner regions.

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.

- Improved policy tools and understanding of integrated river basin management, including sustainable economic development
- Strengthening of consensus and policy coherence for integrated river basin management
- Promote accelerated implementation of the Water Framework Directive and the European Landscape Convention at regional Level
- Exchange knowledge on good practices and experiences between the partners to import the identified practises that have been successful in another region.
- Disseminate the results to enable learning beyond the duration of the project and beyond the geographical scope of the regions involved.
- Establish links between partners that enable collaboration and knowledge sharing (networking) for the duration of the project and beyond.



### 3. STAKEHOLDERS

TRAP is based on good practice (GP) transfer and this brings up an important issue of stakeholder involvement. Based on preliminary agreed objectives and potential GP transfers the most important stakeholder groups for Soča valley development centre are:

#### **Political/decision making level:**

- Ministry of agriculture and environment (national level)
- Ministry of infrastructure and spatial planning (national level)
- Municipality of Bovec (local level)
- Municipality of Kobarid (local level)
- Municipality of Tolmin (local level)

#### **Expert/administration level:**

- Institute for water (national level)
- Slovenia environment agency (regional level)
- Institute for nature conservation (regional level)
- Triglav national park administration (regional level)
- Slovenian forest service (regional level)

#### **Economy level:**

- SENG, hydropower (regional level)
- Water sport companies (local level)
- Gravel digging companies (regional/local level)
- Faronika d.o.o. (regional level)



### **NGOs, citizens, other stakeholders:**

- Angling club of Tolmin (regional level)
- local initiatives (local level)

## **4. MEDIA**

A number of media will be addressed in the timeframe of the project for the dissemination of the project idea, to support the process of stakeholder involvement and to guarantee visibility of the project results.

The most important media are listed below:

### **National:**

- RTV Slovenia
- POP TV, Kanal A
- TV3
- Planet TV
- Delo
- Dnevnik
- Finance

### **Regional:**

- TV Primorka
- TV Koper
- Radio Koper
- Primorski val
- Radio Robin
- Primorske novice
- [www.primorska.info](http://www.primorska.info)



**Local:**

- TV Tmin
- Sočasnik

We will support the dissemination process also on our homepage [www.prc.si](http://www.prc.si) and other online news platforms.

## 5. METHODOLOGY

Based on identification of needed outputs, we will mostly use listed methods to support dissemination process:

Stakeholders:

- Interview  
We plan to have several informal and formal interviews with different groups of stakeholders.
- Workshop  
Workshop is an advanced step of stakeholder involvement to support the transfer of the GPs.
- Conference  
Conferences will be prepared in order to present different project results, to gather public opinion and to raise awareness.



## Media:

- Press release

At least one press release will be prepared at beginning of the project and others will follow when different results will be achieved.

- Press conference

Press conference is a direct approach to the journalists, important at the beginning of the project and at important milestones.

- Field trip

Tangible results and GPs will be presented on the field trip when needed.

