



PP6– South West Regional Authority



Údarás Réigiúnach an Iar-Dheiscirt
South West Regional Authority

DISSEMINATION STRATEGY

TRAP PROJECT

Territories of Rivers Action Plans



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.

At a project level and overarching communication and dissemination plan was prepared for the Territories of Rivers Action Plans (TRAP) project which is being co-funded by the European Regional Development Fund (ERDF) under the European Union Programme INTERREG IVC.

Each partner in the project prepares its own tailored strategy to allow for proper communication and dissemination in their own area. This plan should also include details of stakeholder involvement and the development of the networks that will be needed/ required to ensure the success of the project. These are two significant issues that are critical for successful project outputs.

This partner dissemination strategy is built on three main pillars:

- Awareness raising by general communication and dissemination
- Explanation on the networks and their development;
- Plan for targeted communication & stakeholder involvement.

This plan focuses on the dissemination, communication & cooperation activities in the region, in this case the South West of Ireland.

2. TRAP PROJECT – Overview

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.

3. COMMUNICATION AND DISSEMINATION STRATEGY

The overall communication & dissemination plan of TRAP aims to promote the scope and objectives of the project. However this partner dissemination strategy looks more to the implementation of the project results and ensuring good practise transfer to the region.

Because the dissemination strategy is composed at the beginning of the project, changes may occur to it as the project grows and evolves. However the document changes the CP2 outputs that are described in the original application form will still be produced.

There are various levels in the dissemination and communication activities:

1. General awareness raising
2. Networking
3. Stakeholder involvement (i.e. targeted communication – cooperation and working together)

This document addresses all of these levels, while noting that the last two listed are crucial for successful project implement.

When setting out on a communications exercise, the objectives of that exercise should be specific, realistic, achievable, timed and measurable. These objectives apply 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
- raise public awareness of a specific issue.

The successful implementation of the TRAP project is dependent upon:

- Communication of the projects main objectives; implementation and its development impact within the partners' regions
- Communication to promote the exchange of Good Practices in the projects four thematic areas
 - i. Governance
 - ii. Monitoring
 - iii. Aquatic Environment
 - iv. River tourism, landscape and land use issues
- Awareness raising among stakeholders in the South West on the need to promote the accelerated implementation of the Water Framework Directive and the European Landscape Convention
- Interregional cooperation in the EU and the promotion of integrated water and landscape management and enhanced implementation of the Water Framework Directive (WFD) and the European Landscape Convention (ELC) at a 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.

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 the South West region in Ireland, the first message is the most important, however that is not to say that the two other messages will be neglected. All messages will be utilised over the lifetime of the project and will be chosen as the situation deems appropriate.

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 methods that the TRAP project will employ for communication and dissemination are: websites (both project website and the South West Regional Authorities own website), newsletters, brochures, press releases, social media and the final project publication.

In all the communication it is relevant to bring up the content side as this is what the project is based on. In the table below the project specific activities and outputs for TRAP communication & dissemination are detailed as are the regional communication activities in the South West of Ireland.

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

<p>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>Act. 2.8 NETWORKS & LOCAL DISSEMINATION: Four synergy participations and dissemination of TRAP material</p> <p>Act 2.9 INTERREGIONAL CP 2 MEETINGS: 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>	<p>events,</p> <ul style="list-style-type: none"> - 1 interregional CP2 meeting; - Updated project web site; - Press release by PP4, - Programme & outputs from the interregional dissemination event in Cornwall, - Minutes and participants from the 4th interregional CP2 meeting in Cornwall; programme - Presentations from the interregional dissemination event in Kainuu, June 2013. 	<ul style="list-style-type: none"> - Hold 1 CP2 meeting and agenda, minutes from same - Update of SWRA website on TRAP - Contributing to the TRAP website, (SWRA leads CP2) - Contribution to second newsletter, (SWRA leads CP2) - 1 local dissemination / networking events
<p>July – December 2013; TRAP, 4th semester</p>		
<p>Act 2.3 PROJECT WEB SITE: Updates to the project web site (PDT)</p> <p>Act 2.4 PROJECT NEWSLETTER: Production of the 2nd project newsletter; (TRAP GOOD PRACTICES, STUDY VISITS, DISCUSSION, CONCLUSIONS) ; PDT; uploaded to the project web site</p> <p>Act 2.5 PROJECT PUBLICATION: Structure agreed and writing starts.</p> <p>Act 2.6 APPEARANCES IN THE PRESS: Press / media release by PP3 and PP6 who host the 5th interregional meeting; TRAP newsletter disseminated to the local press</p> <p>Act 2.8 NETWORKS & LOCAL DISSEMINATION: Four synergy participations and dissemination of TRAP material; dissemination of the 2nd newsletter locally (information in the local press, all partners)</p> <p>Act 2.9 INTERREGIONAL CP 2 MEETINGS: 5th 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"> - 4 participations in events & documentation; - 1 interregional CP2 meeting & 1 interregional dissemination event organised; - Web site update - Press release by PP2, PP3 and PP6 (2 press releases), - Agenda, minutes and participants 5th interregional CP2 meeting; programme and outputs from the 5th CP2 meetings-related dissemination event; - 1 structure of the project publication agreed during the 5th CP2 inter/l meeting; - 2nd TRAP newsletter disseminated in the partner regions (10 references) 	<ul style="list-style-type: none"> - Participation in 2 interregional events - Contribution to the TRAP newsletter, (SWRA leads CP2) - Contribution to the project publication, (SWRA leads CP2) - Contribution to the TRAP website, (SWRA leads CP2) - 1-2 local dissemination / networking events - Local dissemination depending on the status of the GP transfer and the developed model - Update of SWRA website on TRAP - 1 Press Release
<p>January – June 2014; TRAP, 5th semester</p>		
<p>A 2.2 PROJECT MARKETING MATERIAL: 2nd round of brochures produced; 2500 brochures disseminated to the partners</p> <p>A 2.3 PROJECT WEB SITE: Web site update</p> <p>A 2.6 APPEARANCES IN THE PRESS: Press / or media release by PP8 who hosts the 6th interregional meeting</p> <p>A 2.7 CLOSING CONFERENCE: Preparation activities for the closing conference.</p> <p>A 2.8 NETWORKS & LOCAL DISSEMINATION: Four synergy participations and TRAP dissemination</p> <p>A 2.9 INTERREGIONAL CP 2 MEETINGS: 6th interregional CP 2 meeting, Western Macedonia (GR), April 2014; assessing also</p>	<ul style="list-style-type: none"> - Four participations in events & documentation; - 1 interregional CP2 meeting, - Organisation of 2 interregional dissemination events; - Updated web site; - Press release by PP8 & PP5, - Agenda, minutes and participants from the 6th interregional CP2 meeting; - Draft of the project publication content; - Agenda for the closing conference, list of possible experts to invite; - Programme and outputs from the CP2-related dissemination event; - Report on networking & Synergy 	<ul style="list-style-type: none"> - Participation in 2 interregional events (other one study visit) - Disseminating the TRAP brochures, (SWRA leads CP2) - Contributing to the TRAP website (SWRA leads CP2) - Updating SWRA website on TRAP - 1-4 local dissemination / networking events - 1 article - Contribution to the project publication

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

In all TRAP project related communication the guidelines provided in the overall dissemination strategy must be followed. The Project Dissemination Strategy is available to download from <http://trapproject.eu/downloads/dissemination-strategy> .

The information on the South West Regional Authorities website regarding the TRAP project will be in English, as this is the working language of the project it means that SWRA will not have to translate material into a local language.

More information on writing techniques and tips for communication and dissemination is available in the Project Dissemination Strategy.

5. NETWORKS, STAKEHOLDER INVOLVEMENT AND TARGETED COMMUNICATION

As different organisations, projects and bodies are dealing with the Water Framework Directive, the European Landscape Convention and development issues, it is important to be aware of them and also for them to become aware of us and the aims and objectives of the TRAP project and perhaps most crucially the outputs from the project. By this kind of networking potential synergies are found in early stage of the project and ideas can be shared and further developed in a symbiotic relationship.

In the beginning contacts to the different organisations / other projects etc. are made. In the later stages, when the idea of the GP transfer is more mature, some of the network bodies will increase in importance as they become stakeholders.

In the South West Region the network for TRAP project consists of many bodies listed below:

- Office of Public Works
- National Parks and Wildlife Services
- Waterways Ireland
- Sustainable Water Network
- Environmental Protection Agency
- Coillte (forestry)
- Cork County Council
- Cork City Council
- Kerry County Council
- Inland Fisheries Ireland
- Irish Farmers Association
- Integrated Rural Development Company (IRD) Duhallow
- South West River Basin District
- South East River Basin District
- South West Catchment Flood Risk Assessment and Management
- Cork Environmental Forum

The networks and organisations mentioned above have been contacted to introduce them to the TRAP project and to open lines of communication and building contacts. They have also been invited to stakeholder meetings that have been held by the SWRA as part of the process that will result in good practise transfer in our region. This has helped both SWRA and the contacted organisations and networks to find potential synergies that are mutually beneficial. That being said when the GP transfer plans are more final it may be the case that new organisation and networks will need to be added to the mix depending on our situation at the time.

In addition to the regional networks and organisations, some networking attempts outside the region have been made with:

- European Regions Research and Innovation Network (ERRIN)
- Networks for Water in European Regions and Cities (netwerch₂0)

More details are available in the overall Project Dissemination Strategy.

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 but also to work together with them. That requires planned stakeholder involvement, raising awareness among the stakeholders; and targeted communication.

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 the key for success.

Involving stakeholders and working together with them can bring new opportunities and ideas to the region. As the stakeholders are usually experts in their own field and the policy makers may not have the same level of technical knowledge it is important that they come together and listen to each other views and discuss freely the potential contributions the TRAP project can have on the region's needs, to strengthen those possible contributions.

6. IMPLEMENTATION, REPORTING AND EVALUATION

This partner dissemination strategy gives the guidelines both on the awareness raising, networks and targeted communication (stakeholder involvement).

Reporting twice a year is helping to monitor implementation. Special templates have been created for the reporting of dissemination activities and are available in the Project Dissemination Strategy and from the project website.

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