



Territories of Rivers
Action Plans

COMMUNICATION AND DISSEMINATION PLAN

**of PP 7 – National Institute of Research and
Development for Mechatronics and Measurement
Technique - INCDMTM Bucharest, ROMANIA**

TRAP PROJECT Territories of Rivers Action Plans



TRAP



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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 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.

The Communication & Dissemination Plan of PP 7 - INCDMTM structures and organises the communication and dissemination effort of this partner within the TRAP project - 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.

The Communication & Dissemination Plan of PP 7 - INCDMTM aims to promote the scope and objectives of the project which 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 Development and the European Landscape Convention at the regional level of Arges – Vedea rivers basins region.

The plan includes a detailed analysis of the Communication Strategy and the communication and dissemination infrastructure, target groups and the society in general on the objectives, activities and results of the project.

In relation to the implementation of the plan, the prerequisites for its success, as well as the risks posed by external factors, are identified and underlined. The plan also sets out the internal communication channels and provides a guideline for the reporting and monitoring of its implementation. To facilitate these processes and the formation of the partners' communication & dissemination, the plan also includes a number of template forms.

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.

- 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. COMMUNICATION AND DISSEMINATION STRATEGY

The objectives of the communications and disseminations are to improve legislation, informing public policy on particular TRAP GPs, improving public services, attempting to shape the opinions of certain stakeholders and to raise public awareness of some specific issues resulting from TRAP project.

Within TRAP project there are both internal and external communications objectives in which PP 7 - INCDMTM participate: the communication between the TRAP partners as well as the communication between PP 7 - INCDMTM and Romanian stakeholders, including the general public.

PP 7 – INCDMTM's communications objectives, as the TRAP project's communication objectives, need to be **SMART**: S – Specific; M – Measurable; A – Appropriate; R – Realistic; T – Timed.

The Communication and Dissemination Strategy of PP 7 - INCDMTM is an analysis of the goals, messages, target-groups, time-horizons, channels, dependencies and Strengths, Weaknesses, Opportunities and Threats (SWOT), which will determine the success or failure of the PP 7's Communication & Dissemination Plan.

The strategic character of the communication and dissemination activities allows the Communication & Dissemination Plan of PP 7 to adopt a consistent and systematic approach, to take into consideration as many variables as possible and to evolve in light of changing circumstances.

It is foreseen to be achieved in the following ways:

- The communication and dissemination strategy is flexible and responsive to changing needs and challenges. Even though, the communication & dissemination plan prescribes in details the overall strategy, it is open to discussion and evolution in light of arising needs and conditions.
- The dissemination strategy of PP 7 - INCDMTM consists of the dissemination activities at Romanian level – in special in the Arges – Vedea rivers basins region, as well as the joint project dissemination activities planned at interregional level.
- The structure of the dissemination strategy of PP 7 - INCDMTM is connected to the TRAP project's *objectives, liaising with CP3 policy impact, target groups, plans for appearances in the press, plans to ensure access to networks beyond TRAP.*

The project dissemination strategy of PP 7 - INCDMTM is strongly connected to the expected outputs and results in CP2.

So, the successful implementation is dependent upon:

- Communication of TRAP project's main objectives; implementation and its development impact within Romanian region of Arges – Vedea rivers basins;
- Communication to promote the exchange of TRAP project's Good Practices generally in the four thematic areas of the TRAP project:
 - 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 Romanian stakeholders in the Arges – Vedea region 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.

3.1 Communication and dissemination goals

The communication and dissemination qualitative and quantitative goals of PP 7 - INCDMTM are the following:

- Publish and disseminate the results of the TRAP project;
- Attract the major Romanian stakeholders to events and activities organised by the TRAP partnership;
- Contribute to the transfer and importation of the identified TRAP Good Practices;

From all TRAP project's Good Practices the ones from the last 2 thematic areas (iii. - Aquatic Environment and iv. - River tourism) are important because the needs for import of the Arges – Vedea region are in the fields of: "Sustainable and green river tourism" and "Integrated fishing management for rivers".

From this point of view, PP 7 – INCDMTM would like to import mainly the following TRAP GPs: Rehabilitation of the water cycle, GP3; Tourism development plans and products TRAP Lough Derg, GP4; Lough Derg marketing strategy group, GP7; Tourism development plans & products ensuring fishing tourism and water sports compatibility and balance, GP13; Project demonstrating environmentally friendly tourism development project taking into account forest resources, GP20, but it is not limited at them.

In dependence with the Regional Needs Analysis, Romania will import and other proper TRAP GPs.

The Romanian stakeholders should become aware of the TRAP project's scope and agenda and how these are connected to their own needs and priorities.

As a consequence, one major challenge for the communication and dissemination activities of PP 7 - INCDMTM is to make the Romanian 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.

Also, the Communication Plan of PP 7 – INCDMTM is aiming at:

- The dissemination for a direct exploitation: the GP as tools for the local policies improvement, and recommendations for the local policies improvement, to decision-makers and services in charge of eco-innovation/green tech in local authorities, to policy-makers at national level;

- The use of large dissemination tools of existing European networks here in Romania for the project impact on Arges – Vedea region and also on national level.

3.2 Core messages – objectives

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 TRAP partnership. 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.

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”.

PP 7 – INCDMTM will use these 3 core messages of TRAP project in every communication and dissemination issues.

3.3 Target (Lists of Target Groups)

The “target groups” is composed by the key stakeholders that are needed to communicate with for the benefit of TRAP project. These groups all have different characteristics and needs.

Due emphasis is placed upon the following target-groups:

- Partners
- Stakeholders
- Other Romanian local/regional authorities interested by water management and environment and risk prevention
- European networks of GP transfers: INTERREG IVC Fast Track Networks, EURADA and if possible other IVC projects financed on the topic of water management and environment and risk protection
- Local authorities networks: AER, CoR, Eurocities
- National authorities and European institutions concerned by water management.
- Policy makers, Local stakeholders of water management and environment and risk protection, in the partner territories.
- Members of the public
- Media

The main stakeholders' targeted group found till now in Romania is made by:

- Ministry of Environment and Forestry;
- National Administration of "Romanian Waters";
- Arges – Vedea rivers basins Administration which subordinates 4 Water Management Systems (SGA):
 - SGA Arges;
 - SGA Teleorman;
 - SGA Giurgiu;
 - SGA Ilfov – Bucuresti

and 2 Independent Hydro-technical Systems (SHI):

- SHI Olt;
- SHI Vacaresti;

3.4 PP 7 – INCDMTM contribution to TRAP Outputs, Results and Action Plan

Regarding the component 2 of TRAP project: "Communication and dissemination", the contribution of PP7 – INCDMTM is as following:

- raising of awareness about the potential of integrated river & river territory management policies & tools of the TRAP project results at the Romanian national and regional levels;
- contributing and continue upgrading the information regarding the PP7's region – Arges – Vedea rivers basins region on TRAP web platform.

Output indicators – target for PP7 – INCDMTM are:

- N° of press releases disseminated: 2;
- N° of copies of brochures disseminated: 500;
- N° of copies of newsletters disseminated: 100;
- N° of dissemination events organized: 1;
- N° of other events participated in: 2;

Result indicators – target for PP7 – INCDMTM are:

- N° of articles/appearances in press and media: 2;
- Estimated n° of participants in events: 59;
- Average n° of visits per month from Romania on operation's website: 30;

3.5 Review of Action and Time Plan Component 2

Activities	INCDMTM Outputs
January – June 2012; TRAP 1st semester	
2.1 Set up PDT 2.2: Production of the project logo. 2.3: Organisation of the common costs tender, selection of consultant, start production of the project web site and the brochures. 2.4: Provisional newsletters themes: N1 regional presentations, N2 TRAP good practices, N3 policy impact & conclusions. 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. 2.8: 2 synergy events participation and dissemination of TRAP project. 2.9 INTERREGIONAL CP2 MEETINGS: 1st interregional CP2 meeting, Bucharest (RO), 3/2012 2 nd interregional CP2 meeting, Groningen (NL) 6/2012	participations in 3 events; 1 interregional CP2 meeting organized; 1 dissemination event organized; Project Dissemination Team, 1 press/media releases; PP 7 – INCDMTM organize the 1 st interregional CP2 meeting in Bucharest (RO), participate at the 2 nd interregional CP2 meeting in Groningen (NL) and also publish 1 press release and 1 article. Also, PP 7 – INCDMTM participate at the following events: - International Workshop for the White Book of the International Center for Advanced Studies for Danube River - Danube Delta - Black Sea in Uzlina, Danube Delta, on 11 – 14 May 2012; - "Round Table" debates on INFRASTRUCTURE PROJECTS regarding the Danube River and Black Sea region, Bruxelles, European Parliament, Paul Henry Spaak Building, P7C050 Room, on 20.06.2012; - International Fair Danube River & Danube Delta, at ROMEXPO Bucharest, on 28 – 30.06.2012;
July – December 2012; TRAP 2nd semester	
Act. 2.1: PDS & PDT Production of the dissemination strategies per partner and formulation of the overall project dissemination activity. Act. 2.2 Project Marketing Material Production of brochures and distribution of 2,500 to all partners Act. 2.3: Website (update)	2 participations in events; 1 dissemination strategy; 1 project newsletter; 1 web site update; the 3 rd interregional CP2 meeting in Zemgale; PP 7 – INCDMTM elaborates its Dissemination Strategy, participate at the 3 rd interregional CP2 meeting in Zemgale (LV) and propose content for the

<p>Partners regularly propose content for the website update, under the supervision of SWRA.</p> <p>Act. 2.4: Project Newsletter</p> <p>First newsletter is produced and is uploaded to the website</p> <p>Act. 2.6 Appearances in Press</p> <p>Press or media release by PP9 who hosts the 3rd interregional meeting</p> <p>Act. 2.8: Networks & Local dissemination</p> <p>Four synergy events participated in. Local dissemination material available for download</p> <p>Act. 2.9: Interregional CP2 meetings</p> <p>Third interregional CP2 meeting in Zemgale (LV) November 2012, CP2 related dissemination event organised.</p>	<p>TRAP website update.</p> <p>Also, PP 7 – INCDMTM participate at the following events:</p> <ul style="list-style-type: none"> - 4th International Conference on Innovations, Recent Trends and Challenges in Mechatronics, Mechanical Engineering and New High-Tech Products Development – MECAHITECH’12, in Bucharest, on 26 – 28.09. 2012; - National Conference of Research and Innovation & Romanian Research Exhibition – CNCI, 7 – 9 November 2012, Bucharest, Romania; <p>PP 7 – INCDMTM publish 1 article regarding the TRAP project in the Journal “Romanian Review Precision Mechanics, Optics and Mechatronics” ISSN: 1584-5982, no. 42, 26 September 2012, Bucharest, Romania;</p> <p>Also, PP 7 – INCDMTM meets the local stakeholders: the General Manager of Romanian Waters – Hydro-electric plant, Pitesti district; the Mayor of Cosereni commune and the Counselor of Gaesti town for presenting them the selected GPs for import: GP 1, 3, 4, 7, 13 and 20.</p>
<p>January – June 2013; TRAP, 3rd semester</p>	
<p>Act. 2.3 Project Web Site:</p> <p>Updates to the project web site (PDT)</p> <p>Act. 2.6 APPEARANCES IN THE PRESS:</p> <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:</p> <p>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>Participate in 1 event; 2 interregional CP2 meeting; Updated project web site; the 4th interregional CP2 meeting in Cornwall; the interregional dissemination event in Kainuu, June 2013.</p> <p>PP 7 – INCDMTM participate at the 4th interregional CP2 meeting in Cornwall (UK), at the interregional dissemination event in Kainuu (FI) and propose content for the TRAP website update.</p> <p>Also, PP 7 – INCDMTM participate at all conferences, workshops and events organized by the Group for the Danube River Strategy from the Ministry of Foreign Affairs and by the Interdisciplinary Research Center “Rivers – Delta – Seas” from the National R&D Institute GeoEcoMar.</p>
<p>July – December 2013; TRAP, 4th semester</p>	
<p>Act 2.3 PROJECT WEB SITE:</p> <p>Updates to the project web site (PDT)</p> <p>Act 2.4 PROJECT NEWSLETTER:</p>	<p>2 participations in events;</p> <p>1 interregional CP2 meeting & 1 interregional dissemination event;</p>

<p>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 CP 2 meeting, MWRA (IE), October 2013; CP2-related dissemination event co-organised PP2, PP3 and PP6 (from the study visit)</p>	<p>Web site update the 5th interregional CP2 meeting; 2nd TRAP newsletter disseminated in the partner regions</p> <p>PP 7 – INCDMTM participate at the 5th interregional CP2 meeting at MWRA (IE), propose content for the TRAP website update and disseminate the 2nd TRAP newsletter in the local press.</p> <p>Also, PP 7 – INCDMTM participate at the following events: - 5th International Conference on Innovations, Recent Trends and Challenges in Mechatronics, Mechanical Engineering and New High-Tech Products Development – MECAHITECH’12, in Bucharest, September 2013; - all conferences, workshops and events organized by the Group for the Danube River Strategy from the Ministry of Foreign Affairs and by the Interdisciplinary Research Center “Rivers – Delta – Seas” from the National R&D Institute GeoEcoMar.</p>
<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 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.</p>	<p>1 participation in events; 1 interregional CP2 meeting, Updated web site; the 6th interregional CP2 meeting;</p> <p>PP 7 – INCDMTM participate at the 6th interregional CP2 meeting in Western Macedonia (GR) and at the dissemination event in Slovenia, propose content for the TRAP website update. Also, PP 7 – INCDMTM participate at all conferences, workshops and events organized by the Group for the Danube River Strategy from the Ministry of Foreign Affairs and by the Interdisciplinary Research Center “Rivers – Delta – Seas” from the National R&D Institute GeoEcoMar.</p>

July – December 2014; TRAP, 6 th 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>	<p>Participation in 2 events;</p> <p>Updated web site;</p> <p>Programme and conclusions from 1 local dissemination event;</p> <p>PP 7 – INCDMTM participate at TRAP closing conference in Slovenia, propose content for the TRAP website update, disseminate the 3rd TRAP newsletter in the local press and organize 1 local seminar promoting the good practice transfer and the policy impact.</p> <p>Also, PP 7 – INCDMTM participate at the following events:</p> <ul style="list-style-type: none"> - 6th International Conference on Innovations, Recent Trends and Challenges in Mechatronics, Mechanical Engineering and New High-Tech Products Development – MECAHITECH'12, in Bucharest, September 2014; - all conferences, workshops and events organized by the Group for the Danube River Strategy from the Ministry of Foreign Affairs and by the Interdisciplinary Research Center "Rivers – Delta – Seas" from the National R&D Institute GeoEcoMar.

4. **SWOT ANALYSIS for PP 7 - INCDMTM**

In this section, an analysis of the Strengths, Weaknesses, Opportunities and Threats involved in the communication & dissemination strategy is carried out. This analysis aims at providing the essential information about which characteristics of the strategy are favorable for the achievement of the goals of the communication & dissemination plan and which characteristics are unfavourable.

The SWOT analysis, therefore, makes easier for the Partner responsible for Component 2 to make forecasts and devise alternative plans, should the unfavorable factors prevail.

SWOT Analysis: TRAP communication & dissemination strategy for PP 7 - INCDMTM

<p style="text-align: center;">STRENGTHS:</p> <ul style="list-style-type: none"> • Attractiveness of the project's core theme • Interest of the Romanian Public Authorities and main stakeholders • Predictable and stable flow of funding for PP 7 - INCDMTM <ul style="list-style-type: none"> • GPs diversity 	<p style="text-align: center;">WEAKNESSES:</p> <ul style="list-style-type: none"> • Differentiation between the EU GPs implemented by TRAP partners and the ones implemented in Romania • Similar GPs already implemented in Romania • Different languages between the partners • Differentiation in human and social capital between partners' regions and Romanian region
<p style="text-align: center;">OPPORTUNITIES:</p> <ul style="list-style-type: none"> • TRAP project could help promote the accelerated implementation of the WFD & ELC at Romanian level • Exchange of interregional experiences and good practises among the partnership and increase of knowledge in this field of the Romanian Public Authorities & stakeholders 	<p style="text-align: center;">THREATS:</p> <ul style="list-style-type: none"> • Differentiated legal environments in which the Consortium acts • Different monetary environments within which the project partners act • The lack of funding for the Romanian partner <ul style="list-style-type: none"> • Economic crisis • Decline of impact of traditional media

5. **EXTERNAL COMMUNICATION AND DISSEMINATION**

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.

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.

6. COMPLIANCE WITH EU INFORMATION AND PUBLICITY REQUIREMENTS

The main project dissemination strategy provides us with information regarding compliance with EU publicity requirements. The guidance given in the project wide strategy should be respected and borne in mind at all times.

7. IMPLEMENTATION, REPORTING AND EVALUATION

Reporting twice a year will help to monitor the implementation of the dissemination strategy. Special templates have been created to report on the dissemination activities and these are available in the Project dissemination strategy.

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