



**PP9 – Zemgale Planning Region  
DISSEMINATION STRATEGY**

**TRAP PROJECT**  
Territories of Rivers Action Plans

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## 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, is a project co-funded by the European Regional Development Fund (ERDF), under the umbrella of the European Union programme INTERREG IVC. The TRAP project has developed an overall communication and dissemination plan.

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

Zemgale Planning Region dissemination strategy addresses three main elements: general awareness raising; networking; and stakeholder-targeted communication and involvement. 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, 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. It focuses 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 at 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.

There are three broad levels in the dissemination and communication activities and each is addressed in this Zemgale Planning Region plan:

1. General awareness-raising for a wide audience including the general public – also termed 'dissemination and communication'.
2. Networking which includes relatively informal contact with bodies / organisations dealing with the similar issues
3. Stakeholder involvement that specifically addresses communication and engagement with those that the Zemgale Planning Region will undertake close cooperation and working to fulfil import of Good Practices.

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 four 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 agreed 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 Zemgale Planning Region, elements of all three messages are relevant, in particular, improved understanding of integrated river basin management (Message 1); positive economic outcomes from environmental protection (Message 2); accelerated implementation of the WFD (message 3). 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 contain prominent and promising terms, like “accelerated”, “improve”, and “implementation”.

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

In this element of the plan, the actions for general communication and dissemination are described. It is important to raise awareness of the project and its objectives and to make this information freely and publicly available. This element is strongly related to Component 2 of the TRAP project (Communication and dissemination) with clear output & result indicators and their targets. This element mainly focuses on the external communication, general awareness raising and dissemination.

Successful publicity about events and activities in the project will require regular communications and co-operation with the national and regional media.

Various approaches have and will continue to be used for awareness raising.

- Press releases
  - emphasising major information about the activities of the project (prepared by lead partner);
  - informing about topical activities in region (prepared by project partners);
- Digital communication tools
  - Zemgale Planning Region’s homepage;
  - Social networks.
- Workshops/meetings;
- Final conference.

Zemgale Planning Region is also participating in elaboration of common brochures, newsletters, website and logo.

## **5. NETWORKS**

A range of different organisations, projects and bodies address WFD, ELC and development issues, and hence engagement with them enables the sharing and development of ideas. In some cases elements of this network can evolve to become important stakeholders for TRAP. Thus far, Zemgale Planning Region has engaged with the following networks;

- River Daugava basin Consultative Board
- River Lielupe basin Consultative Board
- The Ministry of Environmental Protection and Regional Development
- Latvian Environment, Geology and Meteorology Centre

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

For good practices to be imported, consensus must be reached across different stakeholders, including government institutions (municipalities, other planning regions e.g. Riga Planning Region, Vidzeme Planning Region, Latgale Planning Region and institutions in Northern Lithuania), private sector (owners of small hydro plants) and tourism organizations (tourism information centres, tour operators etc.).

To achieve the best result possible all these groups must be reached via panel discussions, meetings and e-mail letters. This will open up the opportunity to import good practices into more than one catchment plan as well as to create greater cooperation and possibility to reach for the same goals with resource sharing.

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

This dissemination strategy outlines the approach to awareness raising, networks and targeted communication (stakeholder involvement). Close monitoring of all these aspects will continue through the life of the project, capturing any new or modified approaches and, ultimately, recording the extent to which good practices are captured in WFD catchment plans.

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