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Capacity-Building in the Field of Higher Education:
TREASURE-WATER



"Trans-Regional Environmental Awareness for Sustainable Usage of Water Resources (TREASURE-WATER)"



DISSEMINATION STRATEGY

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1. INTRODUCTION

TREASURE WATER is an EU funded project under Key Action 2 – ‘Capacity-Building in the Field of Higher Education’ of the Erasmus+ Programme, which aims at building capacity at universities in Russia and Kazakhstan.

To that end the following specific objectives are set:

1. To create a dynamic model of cooperation between universities, enterprises and other social institutions in the field of transboundary water management;
2. To modernize educational resources and professional retraining of academic staff on the basis of an interdisciplinary approach to sustainable water use;
3. To strengthen the capacity of businesses related to the management of transboundary water resources through the development of effective methodological tools and training courses;
4. To raise awareness of ways to solve water resource issues.

EU PARTNERS OF THE TREASURE WATER PROJECT:

- EC Партнеры: Albert Ludwigs University Freiburg (Germany) (the project coordinator and the EU subcontractor)
- Aristotle University of Thessaloniki (Greece)
- University of Athens (Greece)
- Radboud University, Nijmegen (The Netherlands)
- University of Wolverhampton (UK)
- Bodensee Wasserversorgung, Stuttgart (Germany)

NON-EU PARTNERS:

- Tyumen State University, Tyumen (Russia) (non-EU partner coordinator)
- Altai State University, Barnaul (Russia)
- Tomsk State University, Tomsk (Russia)
- Yugra State University, Khanty-Mansiisk (Russia)
- East-Kazakhstan State University, Ust-Kamenogorsk (Kazakhstan)
- Eurasian National University, Astana (Kazakhstan partner coordinator)



TREASURE WATER dissemination strategy aims to create awareness among various stakeholder groups on the project, its progress and results. This is a long-term programme of actions devoted to creation and implementation of retraining courses on legal, economic and methodological issues of transboundary water use.

Strategic decisions in the field of retraining of staff for transboundary water use are made in the following areas:

- Focus-setting of retraining courses in the field of transboundary water use;
- Involvement of personnel who are undergoing retraining in project countries;
- Development of the organization of retraining courses in partner countries;
- Quality management of retraining courses;
- Development of the project product dissemination - retraining courses;
- Organization of networking with target groups, *e.g.* other project partners, universities, industrial players;
- Management of retraining courses.

Website based on target audience approach and featuring surveying and communication tools, including social media, will be established and promoted.

Established contacts will be maintained in the project internal knowledge base and further used to organize stakeholder conferences for promotion of the learning environment and collecting feedback to update the dissemination strategy and ensure that the results of the project are appropriate and applicable to stakeholders.

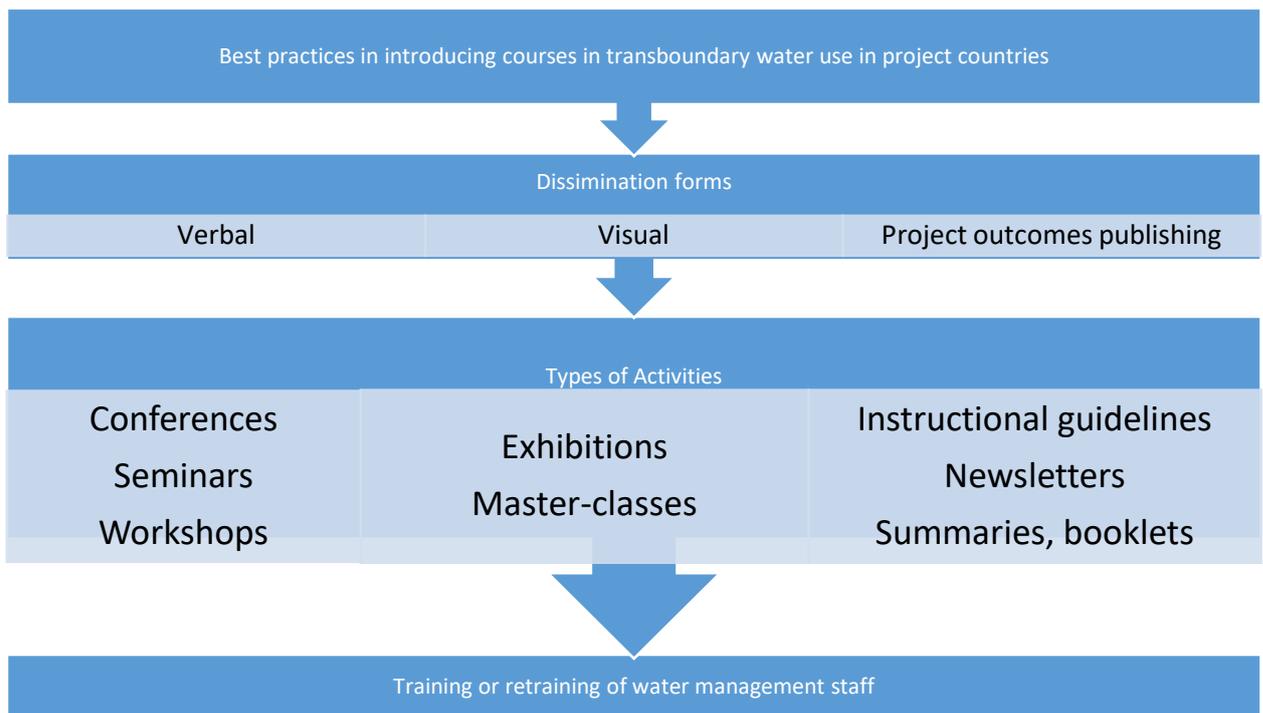
At the consortium PC universities the learning environment will be promoted through their web pages and through open-door days; water management professionals will be addressed through channels of national water services of the RK and RF. Universities outside the consortium will be informed on the project developments through established communication channels of consortium members. Business stakeholders in Russia and Kazakhstan will be addressed through associated partners.



The dissemination will be organized in three phases:

- a) Early in the project, dissemination will ensure that the project is addressing the needs of its target groups, or is creating awareness or understanding of the project activities.
- b) During the project, dissemination is about identifying lessons from what has been learned, particularly in relation to processes, and passing them on to key stakeholder groups.
- c) At the end of the project, dissemination is intended to publicize more generally the project's outputs (both products and processes).

Dissemination scheme of the EU best practices in conducting modules in transboundary water use in the RF and RK





2. DISSEMINATION STRATEGY

The dissemination of the project will be differentiated according to the target groups to which the project is addressed and according to the result which is being disseminated.

2.1. THE SCOPE OF THE DISSEMINATION STRATEGY

The proposed dissemination strategy lies on four basic public relations principles:

- Be visible: Stay proactive. Promote your objectives through media and community involvement. Build positive relationships with opinion makers.
- Be informed: Keep abreast of community issues, read papers, watch news. Attend the national and community policy making on the topic that you are concerned. Research the issue on the Internet.
- Be consistent: Stay on message. Right actions at the right place. Media can sometimes relish inconsistencies.
- Be constructive: Be part of the solution. Build personal relationships.

2.2. THE OBJECTIVES OF THE DISSEMINATION STRATEGY

Dissemination must be an integral part of the project activities as it will enable the consortium to reach the target group, get them actively involved, interested and motivated in order to:

- Get better and more precise results
- Get them interested to foster the project results
- Get the message out there

2.3. IDENTIFICATION OF OPPORTUNITIES AND TARGET GROUPS

A careful mapping of specific opportunities and tasks has to be made in order to support the dissemination activities that will be performed during the TREASURE WATER project. Therefore, a list has been constructed containing the initial areas sought for obtaining contacts and opportunities for collaboration and target groups for dissemination and post project end sustainability related activities. The target



groups identified for TREASURE WATER project can be distinguished into two main areas:

1) Direct Beneficiaries which include:

- 2) - water management professional who are seeking to improve their competences and skills.
 - university students who want to obtain up-to-date knowledge, skills and competencies through innovative training.
 - university academic staff who are willing to increase their competence in the field of water management.

2) End users:

- consortium universities that want to commercialise the developed adaptive integrated learning environment and to further develop local institutional regulation of transboundary water management issues.
- universities outside the consortium
- public bodies
- business and administration stakeholders
- water management stakeholders

Dissemination actions can be categorized in 4 levels:

1. **Dissemination for awareness:** we wish people to be aware of the work of our project. This may be useful for those target audiences that do not require a detailed knowledge of our work but it is helpful for them to be aware of our activities and outcomes. Creating such an awareness of our project's work will help the 'word of mouth' type dissemination and help us build an identity and profile within our academic, professional and research community.
2. **Dissemination for understanding:** there will be a number of groups / audience that the consortium needs to target directly with the dissemination. This will be because the consortium knows that they can benefit from what the TREASURE WATER project has to offer and also



because it realizes that their involvement in the project will improve significantly its results.

3. **Dissemination for support:** the project's success lies in the support the consortium can get from the key audience and other stakeholders. Even if it delivers excellent results, if it does not get the support from participants of the academic process, professional community and/or authorities that can use the interactive learning courses, then all of the efforts will fall into void. It is important that people we want to eventually use our project's results must be involved from the beginning, supporting our activities.
4. **Dissemination for action:** 'Action' refers to a change of practice resulting from the adoption of results offered by the TREASURE WATER project. Targeted audience for this type of dissemination are groups/audience that is in a position to 'influence' and 'bring about change' within their organisations. These are the groups/audience that will need to be equipped with the right skills, knowledge and understanding of the work in order to achieve real change.

In each country a stakeholder network will be set up including stakeholders from the target groups listed above. Every partner will create a local stakeholder network which will be expanded as the project proceeds. A database will be created which will include the information provided. The database will be regularly updated by the partners to ensure that it is an on-going process attracting new community members. It will start from the beginning of the project and new organizations will be added as the project continues.



Purpose	Activity	Target Audience / groups	Methods
<i>for awareness</i>	<ul style="list-style-type: none"> - Launching and regular update of project website - Project products development and implementation - Preparation and distribution of case studies - PR campaigns aimed at promoting high quality water management services in particular field and high level of the training courses - Development and distribution of promotional materials 	<ul style="list-style-type: none"> - Water management professionals - Employees of regional water inspectorates - Centres for Hydrometeorology - Municipal and state authorities - Participants of the academic process: 	<ul style="list-style-type: none"> - News - Written case studies - Open communication - Online publications
<i>for understanding</i>	<ul style="list-style-type: none"> - Regular announcements at workshops, seminars, and conferences - PowerPoint presentations at appropriate round tables and conferences on national and European level - News releases sent to journalists from the media - Links to other projects/initiatives on national and EU level - Info days or bilateral meetings with representatives of TREASURE WATER target groups - Project news distributed through e-mail and regular mail - Articles published in online portals and search engines - Publications in specialised academic newsletters - Regular postings in social media 	<ul style="list-style-type: none"> - PhD students - MSc students - BSc students - Teaching staff at the universities under the profile - Research staff at the partner universities and the institutions of similar profile beyond the consortium - Non-governmental organizations - professional associations in the field of Hydrology / Hydrometeorology - Municipalities 	<ul style="list-style-type: none"> - PowerPoint presentations - Reports - Articles - Radio and TV interviews - Networking - Social media publications



<i>for support</i>	<ul style="list-style-type: none"> - Iterative testing of project outputs - Bilateral meetings with stakeholders and policy makers - Focus groups and/or panel sessions with target group representatives and other potential beneficiaries - Advisory group members' involvement in networking with stakeholders - Meetings with regional community organisations 	<ul style="list-style-type: none"> - Water management professionals - Employees of regional water inspectorates - Centres for Hydrometeorology - Municipal and state authorities - Participants of the academic process: <ul style="list-style-type: none"> - PhD students - MSc students - BSc students - Teaching staff at the universities under the profile - Research staff at the partner universities and the institutions of similar profile beyond the consortium - Non-governmental organizations - professional associations in the field of Hydrology / Hydrometeorology - Municipalities 	<ul style="list-style-type: none"> - Questionnaires - Open interviews - Personal invitations - Face to face communication - Memoranda of understanding - Joint dissemination events
<i>for action</i>	<ul style="list-style-type: none"> - Promotion and exploitation of the TREASURE WATER products among the partners countries and involvement of non-participating countries - Mainstreaming of TREASURE WATER results among stakeholders and gatekeepers 		<ul style="list-style-type: none"> - Liaison closely with key stakeholders - E-mail shots - Networking - Signed cooperation agreements



2.4. DEFINITION OF INSTRUMENTS AND MEDIA

Dissemination activities will be performed through various instruments and media. These will be carefully selected for facilitating collaboration among involved parties, i.e. bidirectional flow of knowledge, promoting the project and its results in a unidirectional informative manner, providing targeted or generic information and allowing the provision of feedback and suggestions / requirements raised by target groups such as hydrometeorology professionals, academic community and versatile stakeholders. The main instruments and media which will be used fall within the following areas:

- Events;
- Publications ;
- E-Media;
- Social Media.

Events refer to both collaboration and dissemination and include participation in, or organization of:

- Bilateral meetings;
- Presentations at conferences;
- Workshops for the key stakeholders;
- Exhibitions;
- Training events;
- Networking sessions;
- Specialized events.

Publications refer to both electronic and printed media. They include:

- Press releases;
- Short articles published on the Internet or in journals and relevant magazines;
- Newsletters and other information material produced by the partners and disseminated through the internet (including publications in social networks, project's entry at Wikipedia etc.).

E- media is primarily concerned with the project's website and the services made available there and includes:



- Content published on TREASURE WATER website;
- Content published on the partners' institution/establishment websites about the TREASURE WATER project.

Social media refers to the creation of a project page on Facebook, VK (<https://vk.com/treasurewater>) and other social media sites relevant to the project.

2.5. DISSEMINATION MATERIAL

An important stage in the context of the TREASURE WATER plan is the production of promotional materials. Examples of dissemination materials, already produced, include:

- Presentation Template
- Dissemination Report (Internal Project Management document)
- Project logo
- Project leaflet
- Project roll-up banner
- Newsletters

2.6. DISSEMINATION MANAGEMENT ROLES, COMMITTEES AND TOOLS

Each partner based on its role in each WP will support the dissemination activities by:

- Producing dissemination materials;
- Contributing to the newsletters, website and social media content;
- Managing the means / tools to support dissemination activities;
- Coordinating and managing the relevant activities that deal with the partner's work or application field on the project;
- Managing the partner's internal inter-organizational dissemination issues;
- Organizing events.

The Dissemination Manager (DM) of the project will be responsible for the coordination of dissemination activities throughout the project in cooperation with the Project Coordinator and the Consortium as a whole. The DM will have to deal with the following aspects of the project:



- Coordinating the dissemination activities in the project;
- Drafting and updating the dissemination plan;
- Organizing and chairing dissemination events;
- Reporting on dissemination to the Project Consortium;
- Producing newsletters using the contribution by all partners.

The main electronic means / tools to assist these activities are as follows:

- The project website, which is to include a MOODLE internal communication platform, acting as a common file repository amongst the project partners and a public area, acting as a dissemination platform for TREASURE WATER project.
- Mailing lists including all partners as appropriate.
- Social media websites where the project can be advertised (e.g. Facebook).
- Organizations' websites, where the project must be advertised and links should be provided to the main project website.

3. DISSEMINATION ACTIVITIES

Three main types of activities can be identified, according to the aiming target group. Specifically:

- Dissemination events for professionals / practitioners
- Dissemination events for participants of the academic process
- Dissemination events for policy makers and other stakeholders

Dissemination events include, among others, the organization of **Dissemination Seminars** by the project's partners. Each partner will be responsible of organizing seminar/s in accordance with its foreseen budget with the aim to inform stakeholders and potential users on the results of the project. The project's partners are encouraged to organize more informal dissemination meetings with the target groups mentioned during the project for which additional reporting will be provided accordingly.

Project activities can be presented at **conferences** that are either organized by the project team or by third parties who are willing to host a presenter from the



TREASURE WATER project team. Conferences can be a very useful forum to consult with our target audiences in a face-to-face capacity and to address issues relevant to the work of our project.

One-to-one conversations and meetings proved to be very useful to target key people who will enhance the chances of success of our project.

Additionally, the final dissemination events will be the **Final Conference**, where the results of the project will be presented in the wide public.

4. DISSEMINATION REPORTING

In order to keep track of all dissemination activities, a Quarterly Dissemination Report template is available for all partners. Every four (3) months each partner should fill a Quarterly Dissemination Report including a detailed description of every Dissemination Activity that took place during that period and send it to the Dissemination Manager. Each partner must collect evidence such as screen shots, photos, list of participants (compulsory if the costs are covered by the project), agenda, info-packs etc. duly indicated in English description and reference number included in the template. In this way, TREASURE WATER will keep track of the effectiveness of dissemination and of all parties reached via the project.

After every 12 months the TREASURE WATER consortium is obliged to submit a Dissemination Report to the EACEA describing all the dissemination activities of the project realized in the previous period. These reports will be prepared by the Dissemination Manager after receiving all relevant information and evidences from the other partners in the requested format. The Quarterly Dissemination Reports will form the basis of the preparation of the Progress and Final Dissemination Reports.



5. CONCLUSIONS

The dissemination strategy aims to capture and schedule all dissemination relating activities of the project which will support the widening of the user-base and will increase public awareness of the new possibilities that are arising from the TREASURE WATER products.

The dissemination planning assists TREASURE WATER project partners by defining communication goals, objectives and strategies with specified dissemination events to participate and dissemination activities to perform. The overall aim is to obtain a reputation that is consistent with the objectives of the TREASURE WATER project.

Concluding, all the partners as a consortium and each one of them individually must bear in mind that they should try to disseminate the project in any relevant public presence (like conferences, seminars, meetings, etc.) using the materials and means described in this document.