

# Dissemination Plan and Material



# SOILS2SEA

Reducing nutrient loadings from agricultural soils to the Baltic Sea via groundwater and streams

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SOILS2SEA DELIVERABLE NO. 1.3

# Dissemination Plan + Flyer + Standard presentation material

September 2014

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This report is a publicly accessible deliverable of the Soils2Sea project. The present work has been carried out within the project 'Reducing nutrient loadings from agricultural soils to the Baltic Sea via groundwater and streams (Soils2Sea)', which has received funding from BONUS, the joint Baltic Sea research and development programme (Art 185), funded jointly from the European Union's Seventh Programme for research, technological development and demonstration and from The Danish Council for Strategic Research, The Swedish Environmental Protection Agency (Naturvårdsverket), The Polish National Centre for Research and Development, The German Ministry for Education and Research (Bundesministerium für Bildung und Forschung), and The Russian Foundation for Basic Researches (RFBR).

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Reid A et al., Dissemination Plan + Flyer + Standard presentation material. Soils2Sea Deliverable 1.3. Ecological Institute, Berlin, September 2014, [www.Soils2Sea.eu](http://www.Soils2Sea.eu)

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# 1. Objectives

In accordance with its Description of Work, Soils2Sea aims at disseminating its results externally to a broad range of persons, institutions and organisations for whom Soils2Sea results are perceived to be of interest from academic and implementation points of view. The key target groups are the scientific community as well as local, national and supranational (e.g. EU, HELCOM) policy makers and stakeholders, such as water resource professionals and managers, farmers, land owners, land managers, and individuals in the hydro-power sector.

This report outlines the dissemination strategy and the stakeholder dissemination plan to be used to achieve broad and effective uptake of Soils2Sea project results. Additionally, examples of two Soils2Sea dissemination products already completed are included in the Annexes (Project flyer and standard project presentation material).

## 2. Key dissemination activities

### 2.1 Stakeholder dissemination plan

The Soils2Sea description of work identifies the project's key outputs and groups that should be involved and informed of our research. However, connecting people with research results in a manner that is relevant for them requires thought and planning. This section presents the initial structure of the stakeholder dissemination plan that will guide all dissemination activities with stakeholders undertaken throughout the Soils2Sea project. This dissemination plan will establish a communication vision for the project and will be a living document, subject to review and revision throughout the project.

#### 2.1.1 Stakeholder identification and mapping

To increase the uptake and use of research generated by Soils2Sea, it is imperative to identify relevant stakeholders to develop an understanding of their interests and to align dissemination activities with their needs and priorities. The key target groups are local, national and supranational (e.g. EU, HELCOM) policy makers and stakeholders, such as water resource professionals and managers, farmers, landowners, land managers, and individuals in the hydropower sector.

*Stakeholder Identification:* As an initial step, we will map the contacts of Soils2Sea partners to identify the target group for all dissemination activities. This will be initially conducted via a brief skype/phone call between Ecologic and a contact person from each partner. Partners will then be asked to fill in a template (see Figure 1) of their relevant contacts, including those most relevant to the case studies. Partners will also be asked to identify any relevant stakeholders outside of their own networks of contacts, for whom the results of Soils2Seas may be of interest. Ecologic will attempt to gather contact information for these groups to the extent possible.

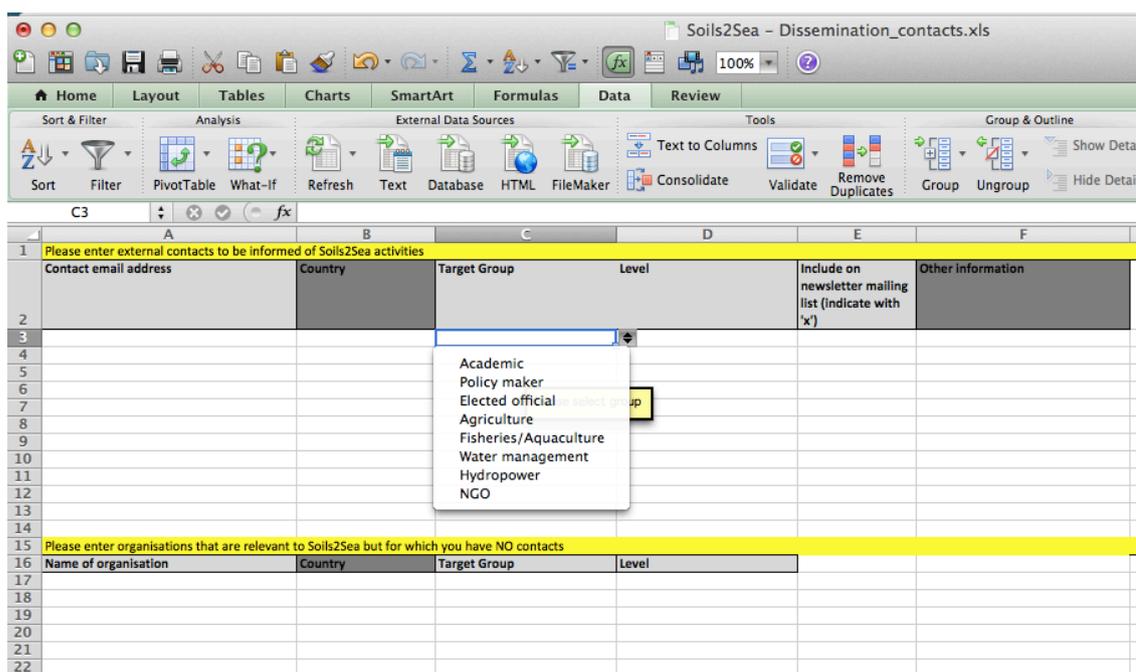


Figure 1: Template for collecting contacts

Once this initial group of contacts has been collected, it will be analyzed to identify if there are any notable gaps in terms of type of stakeholder and geographic area. In cases where notable gaps are identified, Ecologic (with support from partners) will attempt to find additional contacts through desk research.

*Stakeholder Mapping:* Stakeholders participating in the initial advisory panel meetings and the scenario workshops will be briefly surveyed on their habits and needs regarding dissemination (either via short written survey or informal group consultation). Questions will focus on levels of awareness, information needs, and preferred dissemination tools and channels (eg: are they more likely to read information at workshops or online). The results of this information gathering will shape the type, form and content of Soils2Sea dissemination activities, including fact sheets, newsletters and the policy brief agreed upon in the dissemination strategy.

### 2.1.2 Event mapping

At the beginning of the project, an index of events (including academic conferences, stakeholder workshops, etc) will be produced by Ecologic. Project partners will be asked to fill in a template identifying such relevant events (see Figure 2). This map of relevant events will be used to help coordinate dissemination activities, and maximize opportunities for dissemination of project materials. Referring to this map of events will help make sure that important opportunities are not missed for awareness raising and disseminating project results.



**Database of events relevant to Soils2Sea**

Type of information	Description	Groups
Completed and upcoming events (stakeholder meetings, conferences)	<b>Details:</b> <i>Brief description of event, including relevance to Soils2Sea.</i> <b>Location:</b> <b>Date:</b> <b>Other important dates:</b> <i>Submission of papers, abstracts, etc.</i> <b>Supported by:</b> <i>Name of organisations, organizing/funding</i> <b>Links:</b>	<b>Target group:</b> <i>Key target groups participating in event (eg: farmers, municipal water managers, etc)</i> <b>Number of participants:</b> <i>(Estimate if event is upcoming)</i>

Figure 2: Template for event mapping

This map of events will be updated periodically, as part of the reoccurring consultations with partners outlined in the general approach.

### 2.1.3 General approach amongst partners

*When:* The agreed upon contact person for each project partner (usually the partners Steering Committee member) will be approached at the beginning of the project for an overview of stakeholders, events and project activities relevant to Soils2Sea. Previous research (eg. Reports, articles, fact sheets) relevant to Soils2Sea will also be collected. After this first update, partners will be contacted every 4 months afterwards for an activity update.

*How:* This update will be carried out via skype/phone call, following which each partner will be asked to fill out a template (provided by Ecologic).

*What:* The template should be completed with information on recently held and forthcoming events, announcements relevant to Soils2Sea, and any new research insights relevant to stakeholders. Based on the feedback received from these updates, dissemination materials (including website updates, newsletters, fact sheets and policy briefs) will be organised and elaborated.

### 2.1.4 Dissemination material

As discussed, the types of dissemination material produced in Soils2Sea will depend upon the results of the stakeholder mapping in Section 2.1.1. Generally speaking, however the following dissemination materials are envisioned:

1. *Project flyer*: A 3-sided flyer providing a brief overview of Soils2Sea will be produced, including an overview of the Soils2Sea context, objectives, activities and projected results.
2. *Newsletter*: An annual newsletter will be produced, overviewing key Soils2Seas events, insights, outputs and other information relevant to stakeholders. The ultimate form of this newsletter will be decided based on input on stakeholder needs and preferences identified in the mapping activities (eg: a traditional physical newsletter vs an e-mail based newsletter).
3. *Fact Sheets*: Two sets of fact sheets will be produced in advance of the stakeholder workshops. These will be designed according to the needs identified in the mapping of stakeholders, and will be designed to support the activities of these workshops.
4. *Policy Brief*: This policy brief (delivered in Month 45) will synthesise key findings and messages identified in WP2, WP3, WP4 and WP5 as well as in Tasks 6.1 to 6.4. The policy brief will be aimed at all target groups, providing context to the main problems that Soils2Sea seeks to address, as well as overview of the key project findings. It will be finalized in advance of the Baltic Sea Conference discussed in Chapter 4.

### 2.1.5 Monitoring and evaluation

Monitoring and evaluation of the activities of dissemination strategy will be undertaken in line with the periodic reporting. Some tools, such as online tools like the website will be continuously monitored, through statistics. An overall internal evaluation will focus on the performance of the plan, and the project team. Key questions to be considered include:

- Has the plan been followed?
- What remains to be done?
- Who has responsibility for the remaining elements?
- Have past deadlines been met? Are activities on track to meet upcoming deadlines?
- Have dissemination activities been appropriately budgeted for? Which measures were most cost effective?
- Have the activities worked towards the vision of Soils2Sea outlined in the plan?

Based on the results of these questions, the plan will be updated, and project partners will be notified of any key changes.

## 2.2 Dissemination to the scientific community

Soils2Sea will disseminate its results to the scientific community via the following channels:

- *Publication in internationally peer reviewed scientific journals*. This classic scientific dissemination ensures the most widespread, the longest lasting and the highest impact with respect to dissemination of scientific results and at the same time provides peer review and hence an international quality recognition of Soils2Sea results. Soils2Sea aims at converting most of its reporting of deliverables into scientific journal papers. In order to enable presentation of more holistic results than is often possible in single journal papers, Soils2Sea will aim at contributing to estab-

lishing and publishing in Journal Special Issues targeting topics of particular relevance for Soils2Sea research. Soils2Sea researchers will, where possible, aim at publishing results as Open Access papers.

- *Presentation of results at international conferences.* This will include the regular high profile, huge conferences like EGU and AGU as well as more targeted conferences, seminars and workshops. Soils2Sea will take an active role in contributing to organising sessions at conferences, seminars and workshops.
- *Project website ([www.Soils2Sea.eu](http://www.Soils2Sea.eu)).* All public project deliverables will be available for download at the project website together with information on project publications and contributions to conferences and workshops.

### 3. Project website

The project website [www.Soils2Sea.eu](http://www.Soils2Sea.eu) includes both a public and an internal site. Both sites will be regularly updated. The website will remain active at least three years after the end of the project.

The internal site is password protected and used for internal project coordination. It includes the following material:

- Project documents such as Grant Agreement and Consortium Agreement.
- Steering Committee material such as agenda and minutes and other relevant documents from meetings.
- Material from project meetings such as copies of presentations and material produced during the meetings.
- Relevant literature.
- Draft versions and working documents for Deliverables (work in progress).
- Powerpoints and other presentation material for common use by project partners.
- Site for exchange of data between partners.

The external site will contain the following information:

- Project description such as Description of Work and simpler versions.
- All public deliverables as soon as they are submitted to the BONUS Secretariat.
- Project dissemination material such as newsletters, flyers, fact sheets, policy material and notes.
- Information on project events.
- Publication list.
- Description of project partners including links to partner websites.
- Links to funding agencies, relevant projects and organisations.

## **4. Baltic Sea Conference**

Towards the end of the project the final results will be presented to key stakeholders such as policy makers and farmer associations as well as to the scientific community at a final Baltic Sea Conference. Such conference will either be organised as a separate Soils2Sea event or Soils2Sea will co-organise a major conference with other organisations depending on which format can provide the greatest dissemination impact for Soils2Sea results.

## Annex 1: Project Flyer

To support the promotion of Soil2Sea, a tri-fold project flyer has been designed. The flyer can be printed on standard A4 paper, and provides information on the project's background, objectives, methods and project team.



Figure 1: Outside cover of Soils2Sea project flyer

**Current levels of nutrient loading pose risks for water quality and ecosystem health in the Baltic Sea.**

**Project background**

Both the Baltic Sea Action Plan and the EU Water Framework Directive require substantial further reductions of nutrient loads (N and P) to the region in the coming years. Achieving this means making fundamental changes in agricultural practices and land use. In particular, there is a need for the introduction of additional new and innovative measures, as the easiest applicable measures have, in most cases, already been utilised.

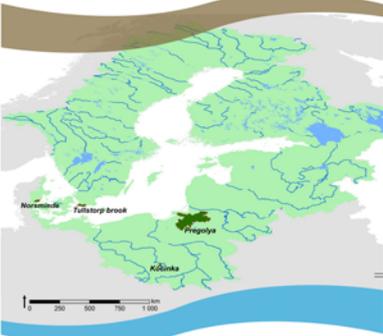
The retention of nutrients in groundwater and surface water systems differs significantly from region to region. Traditional uniform regulations do not account for local data and knowledge and are much less cost-effective than spatially differentiated regulations targeted towards areas with low natural retention. To fully exploit this, local information must be utilised, and locally designed solutions must be found. This calls for improved knowledge on local subsurface and nutrient transport and retention processes, as well as new innovative governance regimes with active involvement of key stakeholders.

If we can more accurately predict where N and P are retained in a catchment by estimating the retention in the different compartments along the flow path, then we can more cost-effectively design measures to reduce the nutrient loads to the Baltic Sea.

**Expected outcomes**

Soils2Sea will study the retention of N and P between the soils/sewage outlets and the coast, including transport pathways such as overland flow and flows in macropores, subsurface tile drains, shallow and deep groundwater, rivers, wetlands and lakes. In tandem with stakeholder engagement, Soils2Seas aims to achieve the following:

- New methodologies for planning differentiated regulations based on new knowledge of nutrient transport and retention processes between soils/sewage outlets and the coast
- Evaluation of how differentiated regulation can offer more cost efficient solutions towards reducing the nutrient loads to the Baltic Sea.
- Analysis of how changes in land use and climate may affect the nutrient load to the Baltic Sea as well as the optimal location of measures aiming at reducing the load.
- A high-resolution model for the entire Baltic Sea Basin with improved process descriptions of nutrient retention in groundwater and surface water tailored to make detailed simulations of management regulations differentiated in space.
- New knowledge based governance and monitoring concepts that acknowledge the relevant aspects of EU directives and at the same time are tailored towards decentralised decision-making. The proposed spatially differentiated regulations will aim for incorporation of local scale knowledge to optimally design solutions.



**Case studies**

Soils2Sea will perform detailed studies in four case study catchment areas, as well as on the entire Baltic Sea basin. The case studies are:

- Norsminde, Denmark
- Tullstorp, Sweden
- Kocinka, Poland
- Pregolya, Russia
- Baltic Sea Basin

For more detailed information, visit: [www.soils2sea.eu/case\\_studies\\_uk](http://www.soils2sea.eu/case_studies_uk)



Figure 2: Inside of project flyer

## Annex 2: Standard presentation material

To support dissemination at conferences, workshops and other events, a standard Power-Point presentation has been created in line with the established Soils2Sea project branding. The template includes information on the project's website and funding sources.



Figure 3: First slide of presentation template



Figure 4: Last slide of presentation template

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