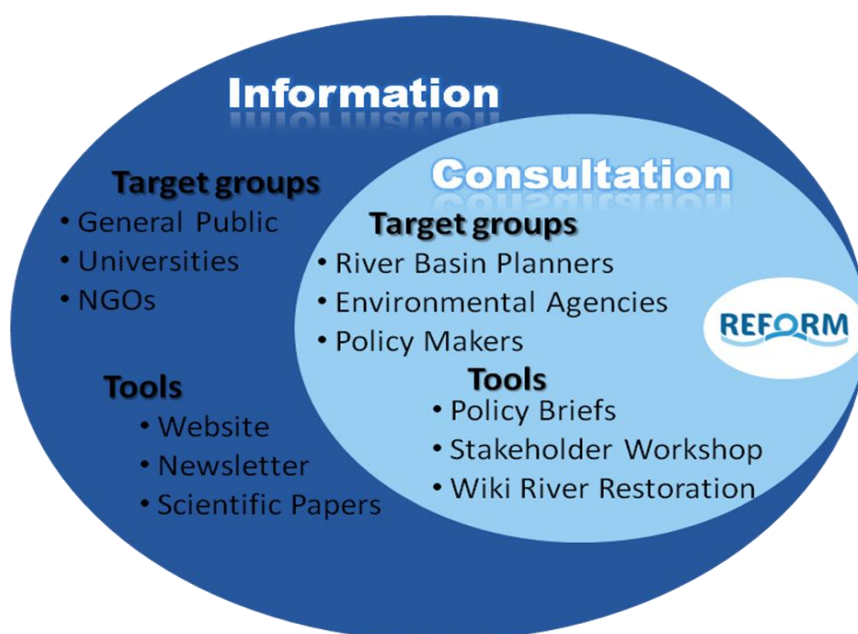


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# REFORM

## REstoring rivers FOR effective catchment Management



Deliverable D7.1 Communication and Dissemination Strategy

Title REFORM Communication and Dissemination Strategy

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Dissemination Level

PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

## Summary

Within REFORM, external communication and dissemination will play an important role in achieving its overall goal. This report defines the overarching communication and dissemination objectives of the project. REFORM's communication objective is to increase awareness and appreciation for the need, potential and benefits of river restoration through active involvement of and dissemination of project outputs to policy-makers, practitioners and stakeholders. In order to achieve these objectives, tools used for communication and dissemination with principal target groups are devised. REFORM will apply some innovative communication tools, such as (i) an active interaction with relevant working groups of the Common Implementation Strategy of the WFD, (ii) local workshops at REFORM case study sites, (iii) interactive preparation of a stakeholder workshop in Brussels and (iv) a river restoration WIKI.

The current Communication and Dissemination Strategy is a "living document", which can be revisited and updated throughout the project duration. REFORM's external communication and dissemination will be on the agenda of each Project Board meeting and each annual partner meeting.

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## 1. Introduction and background

This report defines the overarching communication objectives of REFORM, sets out a guide on how to promote the project amongst stakeholders, engage the target audience and maximize the uptake of project results.

REFORM is a four-year large integrated research project launched in November 2011 that will address the achievement of hydromorphological and ecological objectives for rivers as required by the European Union Water Framework Directive 2000/60/EC (WFD). The ecological impacts of hydromorphological modifications of rivers are poorly understood and the extent to which these impacts can be effectively reversed or mitigated lacks scientific rigour. REFORM thus targets the development of guidance and tools to make river restoration and mitigation measures more cost-effective and to support the 2<sup>nd</sup> and future River Basin Management Plans (RBMPs) for the WFD; REFORM will provide this information through a web based toolkit for river restoration amongst other dissemination activities. The REFORM consortium is comprised of scientists and practitioners from 25 partner organizations in Europe covering a wide range of disciplines (hydrology, hydraulics and geomorphology, ecology, socio-economics, environmental assessment). In addition to its impact on the RBMPs, REFORM will provide guidance to other EU Directives (Groundwater, Floods, Energy from renewable resources, Habitats and Birds) to integrate their objectives into conservation and restoration of rivers as sustainable ecosystems.

Goals of REFORM are (1) **to provide a framework for improving the success of hydromorphological restoration measures** and (2) **to assess more effectively the state of rivers, floodplains and connected groundwater systems**.

The present communication and dissemination strategy is structured as follows:

- Section 2 sets out the key objectives of the strategy.
- Section 3 describes the key target groups.
- Section 4 outlines the key messages of REFORM that should guide communication efforts throughout the project.
- Section 5 provides guidance on the key communication and dissemination tools.
- Section 6 gives the schedule of key activities.
- Section 7 outlines the role and the form of the Advisory Board of REFORM.
- Section 8 discusses the possible communication and dissemination links of REFORM with other project and activities.
- Section 9 lists key proxy indicators for measuring the success of communication and dissemination.

- Section 10 gives a brief guideline on the Visual Identity of the project.

## 2. Dissemination & communication objectives

REFORM's communication objective, as laid out in the Description of Work, is to:

**“Increase awareness and appreciation for the need, potential and benefits of river restoration through active involvement of and dissemination of project outputs to policy-makers, practitioners and stakeholders.”**

Within REFORM, communication will play an important role in achieving its overall goal. Four key objectives have been established to guide considerations and proposals for a communication strategy:

- To disseminate and support the uptake of project outputs to selected relevant communities (river basin authorities/water managers (especially at the REFORM case study sites), national environment agencies, policy makers through the Common Implementation Strategy of the WFD at international, national and local scale)
- To increase visibility and awareness of issues associated with river restoration.
- To engage directly with practitioners and relevant stakeholders in the development of the applications and tools delivered by the project.
- To provide policy-relevant documentation and to advise policy makers and practitioners on cost-effective, sustainable measures to improve river ecosystems.

## 3. Target audience

### 3.1 *Defining principal and additional target groups*

To attain the project goal (providing a framework for improving the success of hydromorphological restoration measures, and assess more effectively the state of rivers), it is important that REFORM has a sound interface and positive relationships with the stakeholders who would be the first to implement and benefit from its outputs.

In addition, to facilitate swift implementation and uptake of project results, stakeholders will play an active role throughout the project in evaluating and assessing the “fitness for purpose” of the project results and deliverables. The consortium has both scientific and applied partners, who represent parts of the stakeholder community, reaching out to a wide network of end-users and stakeholders across Europe. Stakeholders will be involved and informed

throughout the project lifespan through interactive workshops and dissemination activities.

The REFORM project aspires to pay **specific attention to interaction with stakeholders**. The following elements (laid out in the following sections of this Communication & Dissemination Strategy) are the main vehicles proposed to achieve this:

- holding an interactive stakeholder workshop;
- interaction with the Advisory Board of REFORM whose members are part of the stakeholder community;
- interaction with other ongoing activities with established relevant stakeholder networks, especially of the LIFE+ project RESTORE (<http://www.restorerivers.eu/>), the European Centre for River Restoration (ECRR – <http://www.ecrr.org/>), and interaction with working groups of the Common Implementation Strategy (CIS) for the WFD.

The target audience consists of the groups of stakeholders that will benefit from the results of the project. The communication strategy will maximize transfer and uptake of useful results and other outputs within each group forming the target audience.

The following have been selected as the **principal target audiences** of REFORM, for which specific content and events will be provided with the aim of consultation/participation:

- **Organisations involved in the planning and practice/implementation of river basin management and floodplain restoration**, especially those of the REFORM case study sites:
  - River basin and water management authorities
  - International river basin commissions
  - National environmental agencies
- **Policy makers**
  - CIS Working groups for the WFD (which draft guidance documents for the implementation of the WFD)
  - DG Environment of the European Commission

In addition to the above principal target audiences, **additional target groups will be indirectly integrated in the dissemination process** and informed through publicly accessible channels such as the project newsletters and river restoration WIKI:

- General public

- Academic institutions, researchers and students (PhD and higher, students at the undergraduate and Masters level)
- Environmental NGOs, charities and voluntary organisations
- Sectoral stakeholders active in the following sectors: agriculture, hydropower, navigation, tourism /recreation and fisheries
- European institutions
  - with interest in the status of the European environment, e.g. European Environment Agency
  - promoting research, especially DG Research
- Consultants and private sector companies, commissioned by authorities to work on river basin management and river restoration

The core elements of the REFORM dissemination strategy, i.e. the main target audiences and principal tools that will be used, are represented in Figure 1 below.

**Figure 1 Schematic representation of the main elements of the REFORM dissemination strategy**



### **3.2 Getting in touch with target groups**

This section sets out in the tables 1 and 2 below the objectives, scale and key tools for communication and dissemination with the principal and additional target groups of REFORM as identified in the previous section.

The following countries are represented in REFORM by individual partners: Austria, Czech Republic, Denmark, Finland, France, Germany, Italy, Netherlands, Poland, Romania, United Kingdom, Spain, Sweden and Switzerland.

It is expected that dissemination at the national and regional levels will be more intensive in these countries than other countries not represented in REFORM, although efforts will be made to disseminate outputs through additional existing networks.

#### **Dissemination in REFORM case studies**

WP4 of REFORM is investigating the effects of “flagship” restoration projects (case studies) throughout Europe. Within WP4, each of the case studies will target local and regional water managers and the general public. Most of these projects are already well documented and known in the direct vicinity, but they could act as “best practice examples” and encourage water boards in the surroundings for implementing ambitious measures.

The target is at least one major dissemination event per case study, i.e. a combined regional / national conference and field trip. On this event, both the authorities responsible for the project and REFORM scientists will be present; while the water managers will give presentations about practical implementation (including their experiences with convincing land owners and stakeholders), the scientists will give a broader overview of best practise examples throughout Europe with the aim of making project developers feel part of a European community on river restoration. Further, options for implementing similar measures in other catchments will be discussed.



**Table 1 Principal target groups - scale and tools for communication/dissemination**

Target groups	Dissemination objective	Scale	Communication & dissemination tools											
			Specific events					Regular throughout the project						
			Stakeholder workshop	Training sessions	Summer school	INT conference	External events	Website/online tools	Leaflet & newsletters	Policy briefs	Policy papers	Meetings CIS groups	Scientific papers	External networks
<b>River basin planners / national environment agencies</b>	Consultation/ Participation	CS, RBD, INT, NAT, REG	X	X				X	X	X	X		X	X
<b>Policy makers (CIS, DG ENV)</b>	Consultation/ Participation	NAT, REG, EU	X			X		X	X	X	X	X		X

**Legend:** CS: Case study sites of REFORM, EU: European, INT: international, NAT: national, RBD: river basin district(s), REG: regional

**Table 2 Additional target groups-scale and tools for communication/dissemination**

Target groups	Dissemination objective	Scale	Communication & dissemination tools											
			Specific events					Regular throughout the project						
			Stakeholder workshop	Training sessions	Summer school	INT conference	External events	Website/online tools	Leaflet & newsletters	Policy briefs	Policy papers	Meetings CIS groups	Scientific papers	External networks
<b>General public</b>	Information	General scale						X	X					X
<b>Researchers (PhD +)</b>	Information	NAT			X	X		X	X				X	
<b>Students (undergraduate/Master)</b>	Information	.			X			X					X	
<b>NGOs</b>	Information	EU (UO)	X			X		X	X	X	X	X		X
<b>Sectoral stakeholders</b>	Information	EU (UO)	X			X	X	X	X	X	X	X	X	X
<b>EU institutions promoting research</b>	Information	INT	X			X	X	X	X				X	X
<b>Consultants</b>	Information	EU (UO), NAT, REG	X	X			X	X	X				X	X

**Legend:** CS: Case study sites of REFORM, EU: European, UO = umbrella organisation, INT: international, NAT: national, RBD: river basin district(s), REG: regional,

## 4. Key REFORM messages

The communication and dissemination strategy will deliver a number of key messages to the scientific and wider community. These are:

1. Europe is characterized by a dense network of diverse river ecosystems that provide essential ecosystem services. Despite huge investment in waste water treatment which improved water quality across the continent, rivers remain degraded. Thus there is a great need to better understand and predict the costs and benefits of future river restoration.
2. The EU Water Framework Directive fundamentally changed water management in all EU states by using ecosystem health as the basis for decisions. All EU member states have drafted River Basin Management Plans with restoration measures focusing on restoring river hydrology and morphology. Unfortunately, the response to hydromorphological restoration is complex and to date poorly predictable.
3. Against this background, REFORM will provide knowledge and guidance to improve river restoration. The ultimate goal of REFORM is to generate tools for successful and cost-effective restoration of river ecosystems, and for improved monitoring of the biological effects of physical change in a wide range of river types across Europe.
4. REFORM consortium will develop protocols and procedures to support the design of programmes of restoration and mitigation measures for the WFD and to integrate restoration better with socio-economic activities.
5. REFORM will increase awareness and appreciation for the need, potential and benefits of river restoration through active involvement of and dissemination of project outputs to policy-makers, scientists, practitioners and stakeholders.

## 5. Communication and dissemination tools

This section provides guidance on the communication and dissemination tools that will be used in REFORM. In addition to the tools presented below, REFORM will make use of the existing communication instruments of its partners. The latter include websites, newsletters and social media to which partners participate. This will enhance REFORM's outreach among the stakeholders.

The main tools that will be used in REFORM are:

- Project website and river restoration WIKI
- A stakeholder workshop

- Summer school & training sessions
- International conference
- Newsletters & leaflets
- Science-policy integration (a.o. Policy briefs).

Several of the tools to be used are standard practice in dissemination and communication, such as the website, a stakeholder workshop, and a summer school. Some of the tools, however, are more innovative, especially the science-policy interaction with the working groups of the Common Implementation Strategy of the WFD, local workshops with stakeholders at some of the REFORM case study sites, interactive preparation of the stakeholder workshop in Brussels, and a Wiki on river restoration.

### **5.1 Website / River restoration WIKI**

The project website (<http://www.reformrivers.eu/>) and the river restoration WIKI (planned under Task 6.4) will be the main tools for presenting REFORM to all parties interested in the topic and disseminating the project results and other forms of output. In addition, the project website will facilitate internal communication between partners. The website will remain active up to three years after the end of the project (2018). The long-term hosting (after 2018) of the project outputs on the web will be further discussed and clarified in the course of the project.

Aim for using this tool: The website serves as a knowledge platform for the target audiences and as a place to provide access to reports and freely available publications, case studies, REFORM news and river restoration networks.

Content: The website will include general information about the project and guidance on how to use project outcomes. Specific functions of the website which pertain to dissemination include:

- Online REFORM newsletter (full text archive) with online subscription;
- Cross-links to other key websites, e.g. ECRR, RESTORE, FORECASTER;
- Information on the REFORM study sites;
- Information on the REFORM stakeholder workshop (taking place in month 16) and final conference. For these events, an internal area to collect comments and feedback from stakeholders will be set up;
- Online background and training material for the REFORM summer school;
- Online access to the main tools/applications developed in the project, explaining background and how to use them, including link to the web based interactive tool on river restoration originally built by the EU IWRM-net FORECASTER project (<http://forecaster.deltares.nl/>) and expanded and

adapted in REFORM and tuned with the LIFE+RESTORE database on river restoration projects.

The river restoration WIKI (Task 6.4) is an essential tool for the project's success during and beyond its duration. It will be GEOWIKI based and as such interactive allowing updates based on advancing knowledge. REFORM partners will contribute to populating the WIKI, as additional information needs become apparent. Case study descriptions in the WIKI are in English while background information can be in either English or national languages, as English may pose barriers to river basin managers.

#### Website Responsibility:

The website technical set up and maintenance will be carried out by the Ecologic Institute. Content management will be the responsibility of the coordinator [Deltares] and the WP leaders.

The Coordinator and WP Leaders will make sure that all information and knowledge generated in the project are widely circulated internally among the participants. In the internal area of the website, the posting of documents will be made available to encourage knowledge exchange.

The website will be kept up-to-date with the latest news, materials and publications from REFORM.

All partners should regularly share new or interesting pieces of research, publications and information on related and relevant seminars and workshops with the REFORM consortium for further dissemination (website and other means).

All partners should promote the REFORM website on their own individual websites and link to the REFORM website.

All partners should include the URL of the REFORM website ([www.reformrivers.eu](http://www.reformrivers.eu)) in all outreach materials (plus the Visual Identity, see section 10).

Timeline: Website launch in April 2012; continuous maintenance until the end of project and will remain active up to three years after the end of the project. The river restoration WIKI will be available by end of 2012.

## **5.2 Stakeholder workshop**

A stakeholder workshop for 80-100 persons will be conducted in month 16 of the project (February 2013) in Brussels. The target group for this event consists of national representatives (national water management authorities, environment agencies, RBD authorities), who are involved in the working groups of the Common Implementation Strategy (CIS) of the WFD, especially group ECOSTAT.

If possible, the date of the event will be tuned with other related events to benefit from holding it back-to-back with another meeting that will attract a similar audience.

Aim for using this tool: This workshop will be an important milestone for REFORM. It is aimed primarily at presenting the results of WP1, which will compile existing knowledge and make it available in a timely manner for the preparation of the second round of the RBMPs, including the Programme of Measures.

In addition, the workshop will be used to inform and steer the future work programme of REFORM by presenting and discussing preliminary/mid-term results of WP5 and WP6 and the overall project workplan with stakeholders and practitioners.

This discussion will allow stakeholders to provide feedback on the project and the tools developed mid-term.

Content:

The preparation of the workshop includes the emailing of a "save-the-date"-notification ca. 5 months before the event (so that people put it on their diaries), the creation of website content and a detailed programme. Approximately 2-3 months before the event, the draft programme of the workshop will be posted on the website and participants to the workshop will be asked through targeted questions to comment on it. This information will be used to adapt the programme and to address the participants' needs and expectations. The detailed programme will be announced one month before the event. Participants will also be asked to provide online feedback on specific mid-term deliverables of the project (especially from WP1, WP5 and WP6), which will be selected for discussion and presentation at this event.

The outcome of the workshop will be synthesized in a published workshop report.

Responsibility:

The workshop preparation steering group is coordinated by Ecologic and includes DLG, ISPRA, Deltares, and CEDEX.

Timeline: Workshop takes place in February 2013.

### ***5.3 Summer school and demonstration sessions***

#### **Summer school**

A summer school (3-5 days) will be held in the final stage of the project (2015) addressing students and young researchers. The number of participants will be limited to 30.

Responsibility: IGB in cooperation with UHULL and Deltares.

Timeline: Date of summer school needs to be defined; Presentations and other working materials will be ready by April 2015.

### **Demonstration sessions**

REFORM Wiki demonstration sessions will be linked to the case study workshops, to meetings of LIFE+ RESTORE and the ECRR (the secretariat of which is hosted at present by partner 23 DLG) and to other relevant events. Originally training sessions were foreseen, but due to the simultaneous development of the LIFE+ RESTORE database on river restoration and the REFORM WIKI this is not appropriate for the time being. Practitioners will be asked to populate the RESTORE database, while the REFORM WIKI will be populated for the greater part by the REFORM partners. Thus end-users need only to be trained on how to consult the REFORM WIKI. This is achieved with a lecture followed by a demonstration. Such demonstrations become relevant as soon as the WIKI is sufficiently filled with information i.e. from the end-user workshop onwards. By mid 2013, it will have been decided whether e-learning events are useful to inform and instruct people on how to consult the REFORM WIKI.

Responsibility: IGB in cooperation with UHULL and Deltares.

### **5.4 *International conference***

A final conference will present the outputs of REFORM to a large audience (target 200-300 persons) of scientists and policy-makers. The target audience will be further specified in due course.

Aim of using this tool: The aim of the conference is to present and discuss the project outputs and to foster the uptake into practice. The conference will also provide the opportunity to support the science policy integration.

Content: The programme will be a blend of practical outputs and scientific progress. Participants will be introduced to the decision support tool developed to aid end-users in the planning process for successful and cost-effective river restoration, for monitoring rivers, floodplains and connected groundwater. The outcome of the final conference will be synthesized in published proceedings.

Responsibility: UHULL in cooperation with IGB, Deltares, Ecologic, CEDEX, and ISPRA.

Timeline: Conference planned for late summer 2015.

### **5.5 *Leaflet and newsletters***

A project leaflet and a bi-annual newsletter will be made available in digital form on the project website such that they can also be easily printed for wider dissemination.

Aim of using these tools: The project leaflet and newsletters will serve the general dissemination of the project. They will promote REFORM work, events, publications, news and results, and visits to the REFORM website.

Content of the leaflet: The project leaflet will be ready in June 2012 and present the project outline and background information in simple language and provide website and contact information. The leaflet will be available in five languages: English, French, German, Italian, and Spanish. More translations may be carried out by case study partners on voluntary basis.

Content of the newsletters:

- The newsletter will be publicly available every 6 months in digital form in English on the project website
- The newsletter will describe the progress of the project, particularly the most recent results and events. The respective responsible partners will provide input to the newsletter. Each newsletter will contain an editorial section concerning a specific aspect of the project, written by one of the specialists in the consortium, but using widely understood text.
- The target group is the scientific community and interested members of all target audiences of REFORM (e.g. practitioners, authorities, stakeholders)
- Free subscription to the newsletter will be possible online via the project website
- Dissemination will take place via email, using the list of subscribed members
- The Newsletter Board consists of Ecologic Institute and Deltares
- Partners can copy the content of different news items and distribute them using their existing communication materials such as their own newsletters, email lists and their websites, as long as the REFORM Visual Identity is followed (logo and URL <http://www.reformrivers.eu/> for more information – see section 10).

Responsibility: Ecologic, Deltares, CEDEX, ISPRA.

Timeline: Leaflet: June 2012; Newsletter: April and October of each year.

## **5.6 Policy integration**

This task will mainly target policy making and implementation directly relevant for the topic of REFORM as well as policies involved in neighbouring fields, e.g. biodiversity, navigation, flood control, agriculture, and renewable energy production.

The key target groups are participants to the WFD CIS working groups. At the kick-off meeting of REFORM, the following working groups were identified as important:



- WFD & Hydromorphology (especially subgroup on the intercalibration of good ecological potential (GEP) in heavily modified or artificial water bodies)
- ECOSTAT
- Ad-Hoc Activity Science-Policy Interface (SPI)
- Floods
- WFD & Agriculture
- WFD & Biodiversity

This list will be further refined by Ecologic in close contact with REFORM partners and members of the Advisory Board participating in the CIS process.

At a later stage, the REFORM dissemination outreach may also address members of the European Parliament using the policy outreach tools of the project, especially the Policy Briefs.

#### Aim of activity:

The close linkage between REFORM and the WFD CIS policy activities aims to secure and strengthen REFORM's tie to the WFD implementation processes EU-wide and support science-policy integration.

Content: The following activities are planned, whose content and timing will depend on the future work programme of the WFD CIS (to be announced in Spring 2012 for the period 2012-2014).

#### **Policy briefs**

Three (3) policy briefs will be produced using a house-style of REFORM following the format defined by the SPI activity of the WFD CIS.

The policy briefs will be written in English. They will communicate research results in a policy-relevant language and describe how to link results to developments and timeframes of current policy processes at the European level, e.g. the River Basin Management Plans under the WFD. The policy briefs will be distributed to policy makers from the CIS process as well as other policy-makers (e.g. from regional level) identified as important by REFORM partners.

Timeline: The first policy brief will be published in April 2013. The timing for publishing the second and third policy brief will be defined in due course.

Responsibilities: The 3 policy briefs will be prepared by Ecologic Institute. All project partners will use their networks to disseminate the policy briefs and make them accessible online on their websites (if considered useful).

#### **Meetings with CIS groups**

REFORM partners will present REFORM in CIS group meetings and workshops. The purpose will be to inform CIS working groups of the aims and objectives of the project, to get feedback on the approach, and to identify pressing open

questions from a WFD perspective to better target the project outputs. When relevant and realistic REFORM will interact with CIS working groups e.g. interaction appears possible with the subgroup on intercalibration of good ecological potential (GEP) in the WFD & Hydromorphology Activity.

For the purposes of organising this process, Ecologic is compiling a list of REFORM partners participating in CIS working groups. So far, the following information is available (CIS group participation of other REFORM partners will be confirmed in due course):

<b>CIS working groups</b>	<b>Participating partners of REFORM</b>
ECOSTAT	ISPRA, JRC, (UDE)
WFD & Hydromorphology	CEDEX, JRC
Groundwater (WG C)	ISPRA
Floods (WG F)	ISPRA
Reporting (WG D)	ISPRA
Water Scarcity and Drought	ISPRA
Ad-hoc activity SPI	CEDEX, JRC

In addition to presenting the policy relevant outcomes of REFORM at CIS working group meetings and workshops, key persons from CIS groups will be invited to attend REFORM meetings (annual meetings, stakeholder workshop, and conference). The CIS contact in the Advisory Board of REFORM is Peter Pollard (SEPA, UK).

Timeline: Is dependent on the timeline for the CIS group meetings and workshops. The Annex of this report presents the 2012 calendar of events of the CIS.

Responsibilities: Participation and presentation of REFORM in WFD CIS groups will be made by different REFORM partners, depending on their participation and active involvement in different CIS groups.

### **Policy discussion papers on demand**

In the context of REFORM, it is possible to produce a maximum of 3 policy discussion papers, the content of which will be identified in the course of the project, based on the needs for targeted and tailored input from the project to the WFD CIS process. The topics for these discussion papers will be identified through exchange with relevant WFD CIS working groups, the Project Board, and the Advisory Board of REFORM

Timeline: Needs to be defined based on the CIS groups' needs for input.

Responsibilities: The policy discussion papers will be written by Ecologic Institute, ISPRA and JRC who will alternate with the key authorship of each paper.

## **5.7 Other activities**

### **Representing REFORM at major events**

The project will be represented at major international conferences and other events relevant to the theme of REFORM.

Deltares (coordinator) and the Ecologic Institute will regularly update a calendar of upcoming events in the internal area of the project website and inform partners (e.g. every 4 months for the coming 12 months).

This is to raise interest among partners for participation and ensure representation of REFORM.

To keep the calendar up-to-date, all partners should inform Deltares (coordinator) and the Ecologic Institute of upcoming events (known to them) and indicate whether they intend to participate.

### **Peer-reviewed scientific publications**

REFORM has not defined a number of scientific publications in the work description, but it is anticipated that a substantial number of peer-reviewed scientific publications will be written by project partners.

- During the course of REFORM, the Project Board of REFORM will regularly update the list of scientific publications prepared by project partners.
- In the first year a position paper on river restoration in Europe will be prepared by the Project Board of REFORM.
- The scientific information compiled in preparation for the stakeholder workshop will ensure an early set of publications will be written in 2013.
- The majority of publications is expected to be prepared during the last year of the project based on new scientific results.

### **Articles on REFORM in newsletters and magazines**

Options will be explored to show the work of REFORM in newsletters (e.g. Science for Environmental Policy, Newsletter of DG ENV) and environmental/water magazines of broad use (mainly in the EU). Newsletters and magazines published by project partners, when available, should also be considered to promote and circulate information and results of REFORM activities at the national level.

Partners are encouraged to write short articles on key interim outcomes of REFORM in national journals targeting the audience that design and realise river restoration projects such as engineering or water manager's organizations (e.g. "Korrespondenz Wasserwirtschaft" in Germany and similar journals in other

countries). Such articles in national languages will contribute significantly to raising stakeholder awareness and appreciation about REFORM on national level.

### **Outreach in media (interviews, press releases)**

The coordinator of REFORM and other partners of REFORM may be invited to give interviews in scientifically-relevant magazines and journals and other media (e.g. TV or radio). These activities should be documented as soon as possible in the participant portal under dissemination activities by every partner.

Partners are encouraged to make press releases in national languages, especially when local workshops in case study sites are taking place.

### **Standard REFORM presentation**

Deltares will prepare a standard REFORM presentation in English that can be used by all partners. In addition, partners may provide on voluntary basis the translation of the REFORM presentation in their own national languages to be used at national level. The need for an update of the presentation will be considered at each Project Board or Plenary Meeting.

### **Standard REFORM poster**

Deltares will prepare a standard REFORM poster for display in English that can be taken by all partners to conferences and other events they are attending. This tool will be available by September 2012. In addition, partners may provide on voluntary basis the translation of the REFORM poster in their own national languages to be used at national level. The need for an update of the poster will be considered at each Project Board or Plenary Meeting.

### **Participant portal for research and innovation of the European Commission**

All partners should list every relevant dissemination activity where REFORM is presented or where REFORM takes part in the organisation in the participant portal. The coordinator Deltares and WP7 lead Ecologic Institute will inform all partners on how to record this in the participant portal.

## **6. Timing dissemination & communication activities**

The following table summarizes the schedule of key communication and dissemination activities throughout the lifetime of REFORM. This schedule will be regularly updated, bearing the development of the project in mind.

**Table 3 Schedule of key communication and dissemination activities**

	2012				2013				2014				2015			
	I	II	II I	IV	I	II	III	IV	I	II	II I	IV	I	II	II I	IV
Website		Apr														
Stakeholder workshop					Feb											
Summer school & training sessions												timing to be defined				
International conference															Ju I	
Newsletters		Apr		Oct		Apr		Oct		Apr		Oct		Apr		Oct
Project leaflet		Jun														
Policy briefs						Apr				Apr (tb c)						Oct (tb c)
Meetings with CIS groups			timing to be defined													
Policy discussion papers						timing to be defined										

## 7. Role of REFORM Advisory Board

The Advisory Board is the main external advisory body and consists of independent persons representing international and national stakeholders or stakeholder organisations including river basin managers, representatives of the economic sectors relevant to river restoration and lead scientists in river ecosystem restoration.

The Advisory Board will provide knowledge and experience from scientific, practical and policy points of view and will position the results of the project in the context of integrated river basin management. It will also provide guidance on the direction of the research activities in relation to stakeholder requirements.

The Advisory Board and the REFORM partners will connect REFORM to other ongoing projects and activities in order to tune, compliment, and support each others' work. Concrete examples are e.g. relevant WFD CIS groups, LIFE+ RESTORE, and the European Centre for River Restoration (ECRR). In addition the Advisory Board will announce REFORM in relevant bodies and support the dissemination of its outcome.

The Advisory Board will be invited to attend the annual all-partner meetings to give feedback and recommendations to improve the realization of REFORM and the adoption of its results. As part of the agenda there will be a joint meeting of the Advisory Board and the REFORM Project Board.

## **8. Links to other projects & activities**

REFORM will establish coordination with the following ongoing projects and activities, which are relevant to the objectives of REFORM:

- Activities of the European Centre for River Restoration (ECRR): REFORM will explore means of disseminating results and outputs via the ECRR network (and vice versa) and tools, e.g. the ECRR newsletter; REFORM will consider its interactions with members of the ECRR network, e.g. in the case study areas of REFORM.
- LIFE+ project RESTORE: REFORM will collaborate closely with the information and communication project RESTORE to exchange knowledge and expertise to transfer this jointly to a wide range of European policy areas and end-users and to receive feedback how the output is best suitable for application.
- Especially, it is planned to coordinate REFORM events with RESTORE events, establish cross-links on the web tools and newsletters and use the established RESTORE dissemination network.
- FP7 project REFRESH: It is important to coordinate the REFORM events with the REFRESH stakeholder meetings.

This list is neither limited nor exhaustive. In due course new linkages with other relevant projects and activities may be established.

## **9. Success measures of dissemination & communication**

It is important to set some performance indicators for the success of REFORM's communication & dissemination strategy in order to know if it is achieving its aims.

For certain activities, indicators will be measured centrally by Ecologic Institute (responsible for communication and dissemination) and Deltares (project coordinator).

A summary of the indicators to be monitored is shown in Table 4.

In addition, all partners should list every relevant dissemination activity where REFORM is presented or where REFORM takes part in the organisation in the participant portal. The coordinator Deltares will inform all partners how to record this.

It is proposed to re-visit the communication and dissemination strategy of REFORM at each annual plenary project meeting in order to evaluate achievements of previous years and agree on the key elements of communication and dissemination in the years to follow.

**Table 4 Success indicators for the REFORM communication & dissemination strategy**

Tool	Quantitative success indicator
Website	Average nr. visitors /month Google statistics
Stakeholder workshop WIKI demonstration sessions Summer school International conference	- Name, date and location of event; - Type of event / scope; - Organizer of event; - No. and type of attendees (academics, user communities, decision makers...) -Coverage of main topics -What was distributed (flyer...) -Contacts made at events (detailed included in a central "contacts" database). -Feedback received from participants on feedback sheets/slips handed out at REFORM events covering: <ul style="list-style-type: none"> <li>- The appropriateness of target audience(s)</li> <li>- The appropriateness of dissemination means</li> <li>- Readiness for use</li> <li>- Potential use of project outputs</li> </ul> -Photos/videos of the event
Newsletters	Number of people who subscribe to the newsletter Type of subscriptions (academics, user communities, decision makers...)
Leaflet	Distribution of leaflet (how many copies?) in different languages at different events
Meetings with WFD	Number of REFORM presentations at CIS group meetings and workshops

Tool	Quantitative success indicator
CIS working groups	Number of CIS group representatives attending REFORM meetings
Policy briefs and policy discussion papers	Number of people reached with policy briefs and reports/discussions
Interviews of REFORM partners (magazines, newspaper, radio, TV)	Name of newspaper, journal, magazine Name of radio or television channel Interview date; Person interviewed
Publications	No. of publications accepted by scientific journals; Name of Journal; Details of issue, number and date
Participation in conferences and events	<ul style="list-style-type: none"> <li>- Name, date and location of event;</li> <li>- Type of event / scope;</li> <li>- Organizer of event;</li> <li>- No. and type of attendees (academics, user communities, decision makers...)</li> <li>- What was presented from REFORM (presentation, poster...)</li> <li>- What was distributed (REFORM leaflet...)</li> <li>- Contacts made at events (detailed included in a central 'contacts' database).</li> <li>- Feedback received from participants</li> <li>- Number of papers produced that were submitted to a scientific conference</li> </ul>
Tools	Qualitative success indicators
Feed-back sheets/slips at conferences and events	<ul style="list-style-type: none"> <li>- Appropriateness of means given content</li> <li>-Transferability of output</li> <li>-Readiness for use of output</li> </ul>



## 10. Visual identity

### Project logo and colours

Figure 2 below shows the distinctive logo developed for the REFORM project and is accompanied by Figure 3 which shows the header developed from the same logo for the REFORM website.

**Figure 2** Logo of REFORM



**Figure 3** Header of the REFORM website



The REFORM logo combines a stylised river with the lettering of the word “REFORM”. The letter “O” is replaced by a loop which is built of the river line. As an effect, not only a meandering river is shown, the loop also depicts the idea of a change in thinking and behaviour. This visualises one important objective of the project which will lead to a better catchment management.

The REFORM logo is incorporated into the header of the REFORM website. On the header, the left side, symbolizing the past, is running out as a straight line. The right side, symbolizing the future, continues as a curved line. The single line is accompanied by parallel waves in various shades of blue and green which represent the river banks and floodplains.

### Templates

A “slide presentation template” (in MS PowerPoint format) has been designed to incorporate the logo. All internal and external presentations of REFORM work will use this MS Powerpoint template.

In addition, a report template (in Word format) will be produced in April 2012, to be used for all REFORM reports. Each deliverable of REFORM should have a maximum 2-page management summary written in jargon-free language (fit for dissemination to the general public and policy makers).

## 11. Acknowledgment of EU funding

All dissemination activities and publications in REFORM (including project reports, peer-reviewed scientific publications, articles in magazines etc) should include the following statement (from GA art. II.30.4):

“The research leading to these results has received funding for the EU’s 7<sup>th</sup> FP under Grant Agreement No. 282656 (REFORM).”

When displayed in association with the REFORM logo and partner logos, the European FP7 emblem should also be given appropriate prominence.

## 12. Annex: 2012 WFD CIS events calendar

Month	Date	SCG WD	WGA	WGC	WGD	WGE	WGF	CCW	WSD	Agri	Other	Meeting	Location
Jan	26-27											River Basin Network on WFD and Agriculture Workshop	Zaragoza (ES)
Feb	01											Innovation Partnership Steering Group	CCAB, Brussels (BE)
	16											CIS-SPI activity meeting	ONEMA, Vincennes, France
Mar	7											SCG & Art 21 Committee – interpretation needed	CCAB, Brussels (BE)
	14-15											WG E Chemical Aspects	CCAB, Brussels (BE)
	20-21											WG A ECOSTAT	JRC, Ispra (IT)
	tbc											WG C Groundwater	CCAB, Brussels (BE)
	tbc											WS&D Stakeholder meeting	CCAB
	28											WG D Reporting	DG ENV, Brussels (BE)- meeting room C
	29											Water Directors meeting on the Blueprint	Brussels
Apr	3											Workshop on blueprint and agriculture – interpretation needed	Brussels
	4											Expert Group on WFD and agriculture – interpretation needed	Brussels
	17-19											WG F Floods Directive, WGF Thematic workshop Stakeholder involvement in floodrisk management	Bucharest (RO) (tbc)
May	10-11											SCG & Art 21 Committee – interpretation needed	CCAB, Brussels (BE)
	24-25											3 <sup>rd</sup> EU Water Conference	CHAR, Brussels (BE)
June	4-6											Water Directors meeting	Denmark
	12-13											Workshop on Assessing the impacts of hydromorphological alterations	Bavarian Representation, Brussels
Sept	6-7											Expert Group on WFD and Agriculture – interpretation needed	Brussels
	19											WG D Reporting	DG ENV, Brussels (BE) meeting room C
	25											SCG & Art 21 Committee – interpretation needed	CCAB, Brussels (BE)
Oct	08-09											WG C Groundwater	Cyprus
	10-11											WG E Chemical Aspects	CCAB, Brussels (BE)
	16-17											WG F Floods Directive	CCAB, Brussels (BE)
	18-19											WG A ECOSTAT	CCAB, Brussels (BE)
Nov	7-8											SCG & Art 21 Committee – interpretation needed	CCAB, Brussels (BE)
Dec	tbc											Water Directors meeting	tbc