Management of project dissemination

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OPERAs

Ecosystem Science
for Policy & Practice

Deliverable D1.1

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1.0 Introduction

Dissemination is critically important to the OPERAs project as a means of maximizing the impacts of the project results for science, policy and practice. The project aims to develop targeted dissemination strategies for specific groups by investing in novel communication methods such as social media, webinars, the development of short films, and journalist field trips. It will go beyond conventional project dissemination, which make research results available to a wider audience, but with a focus on one way communication. Instead, OPERAs will establish an outreach strategy and plan to ensure that research results are useful to our Community of Excellence (CoE) taking account of the feedback received from key stakeholders. This approach requires two-way communication, and the need to understand our audience and develop tailored approaches to dissemination.

This deliverable (D1.1) provide guidelines for the overall dissemination plan (D6.1, due in Month 12- November 2013), and outlines how dissemination will be managed. It also supplements the Research Implementation Plan (RIP; D1.2, due in Month 6- May 2013 and then updated every 18 months- as D1.3, D1.4 & D1.5). The purpose of D1.1 is to focus on the dissemination of research outputs rather than on research per se.

D1.1 provides an overview of the dissemination and outreach activities planned in OPERAs, focusing particularly on how dissemination should be managed and by whom.

OPERAs tackles the dissemination challenges within the project design by: 1) involving project partners (especially SMEs) with experience in cutting edge dissemination and web-technologies and applying this experience in practice; 2) developing dissemination materials targeted at specific user groups, using the appropriate language and providing exemplar cases that address the target groups; 3) involving consortium partners specialized in stakeholder engagement in the processes of communication and dissemination.

2.0 Management of scientific dissemination and open access

2.1 Publications and open access

Open access, requirements and guidance

OPERAs advocates open access publishing as part of the consortium agreement. Partners are required to make every effort to publish in the freely available literature, as project reports, peer-reviewed journal papers (preferably in 'open access' journals), web material, or other media and will implement the "unrestricted online access to EU-funded research results" (ftp://ftp.cordis.europa.eu/pub/ fp7/docs/project_reporting_en.pdf) giving access to peer reviewed results after an initial embargo of 6-12 months. The design of the Resource Hub aims at full open access to OPERAs outputs including research results, data, tools and best practice guidelines.

Partners are required to fund open access publication through their own budget. Links to all relevant papers will also be made through the OPERAs website.

Management of dissemination: Detailed guidelines for open access publishing will be included in the full OPERAs dissemination plan D6.1 in Month 12 (November 2013)

Acknowledgement strap line

Any dissemination activities and publications in the project, including the project website will:

(i) specify that the project has received European Commission research funding; and,

(ii) display the European emblem - when displayed in association with a logo, the European emblem will be given appropriate prominence.

(iii) display the FP7 logo (which may be used by third parties provided this is not likely to imply that the user is acting on behalf of the Commission when they are not or linked to aims or activities incompatible with the principles and objectives of the European Union).

All publications will include the following statement (from GA art.II.30.4): "The research leading to these results has received funding from the European Commission Seventh Framework Programme under Grant Agreement No. FP7-ENV-2012-308393-2 (OPERAs)."

Management of dissemination: Instructions for acknowledgements will be included in a separate section of D6.1 (Month 12- November 2013), which will list the expectations and responsibilities of all partners.

Planned special issues

OPERAs is planning for a joint special issue with the OpenNESS project on topics of relevance to the two projects. In addition to this OPERAs will produce its own Open Access Special Issue employing the €20,000 fund within the UEDIN budget.

Management of dissemination: The task group on OPERAs-OpenNESS collaboration will discuss the special issue, and further details will be included in the updated Dissemination plan as part of the Month 36 RIP (D1.4), which will also include more detailed plans about the OPERAs special issue.

Keeping a record of publications

OPERAs will maintain an accurate and up-to-date record of all relevant publications (as an EC requirement) on the OPERAs website. This record will be updated on a regular basis.

Management of dissemination: The DMT will maintain the record and keep the website up-to-date. Partners are responsible for reporting publications to the DMT, as will be outlined in a separate section of D6.1 (Month 12- November 2013), which will list the expectations and responsibilities of all partners.

2.2 Conferences, workshops and lectures

Conference symposia

The OPERAS partnership brings together leading academics in the ES/NC natural, social and economic sciences. These individuals provide impact through their involvement in national, European and global research networks, and participation in international conferences. OPERAs symposia will be organised at key conferences. The first symposium, in collaboration with OpenNESS is planned at the European conference of the International Association for Landscape Ecology (IALE), which will be held in Manchester in September 2013.

OPERAs partners also engage in international science-policy platforms, viz. ipBES (Cramer, Walpole, Gupta) and IPCC (Rounsevell, Olsson, Cramer, Berkhout), ThinkForest (EFI), as well as the programmes of The International Geosphere-Biosphere Programme (IGBP), viz. Analysis,

Integration and Modelling of the Earth System (AIMES) (Rounsevell, Arneth), Global Land Project (GLP) (Verburg) and Integrated Land Ecosystem-Atmosphere Processes Study (iLEAPS)(Arneth).

OPERAs and OpenNESS will jointly organise a final conference, which is discussed in section 3.2 under specific planned activities.

Management of dissemination: Partners are expected to disseminate their OPERAs research at conferences and workshops. The DMT will maintain a record of conference and workshop contribution of consortium partners. The PMT will discuss dissemination opportunities, and during consortium meetings dissemination will be part of the agenda. The dissemination section of the OPERAs website will highlight recent activities.

3.0 Management of outreach activities

3.1 Outreach activities linked to RTD

Resource Hub (WP5)
Within OPERAs the Outreach and dissemination work package (WP6) is very closely linked to the Resource Hub (RH) work package (WP5) since the RH will identify the communities of practice and the user needs of stakeholders in relation to OPERAs research outputs. The RH has the potential to serve diverse communities and actors, including landowners, businesses, public sector managers, etc. The Resource Hub will be a major online facility developed to ensure dissemination and exploitation of the OPERAS outcomes beyond the life of the project.

OPERAs will invest considerable effort into the development of the RH with a focus on dynamic delivery to identified user needs, rather than simple dissemination, and will carefully plan for its post-project accessibility and perennity. The OPERAs web portal will be maintained by UEDIN and other partners for at least five years after project completion.

The project will develop outreach activities through the project Advisory Council and the User Board, as well as engaging with Exemplar-specific stakeholders. Regular meetings, participation in project events and ad-hoc workshops will be used to implement these activities.

Outreach and constituency building will be essential to guarantee successful adoption of the RH by OPERAs stakeholders. Following the user needs assessment an outreach plan will be developed, targeted to the user groups. Tailored promotional material will be developed, and promotional events will be organized for business executives and senior policy makers. In addition, user

guidelines and training material will be developed for the OPERAs tools and instruments, which will be incorporated in the RH and used in four two-day training workshops for professionals.

Management of dissemination: WCMC leads WP5 and will coordinate the WP5 activities linked to dissemination, which will be outlined in D1.2, the Research Implementation Plan (Month 6- May 2013), and described in more detail in the dissemination plan (the D6.1, Month 12- November 2013).

Policy needs (D4.1)

Within the Instruments work package an analysis will be done of the existing and emerging policy needs and opportunities at the EU and MS levels. Both a top-down analysis of gaps and needs assessment for the integration of ES/MC concepts and a bottom-up analysis of demands and needs for the ES/NC instruments by key stakeholders will be conducted. This work will be crucial in helping to identify target audiences.

Management of dissemination: IEEP leads deliverable D4.1, which will be described in detail in D1.2, the Research Implementation Plan (Month 6- May 2013). Links to dissemination will be included in D6.1, the dissemination plan (Month 12- November 2013).

3.2 Specific planned activities

Training workshops, training material and webinars

A training programme will connect practitioners with the knowledge of tool developers and tool application experts. The training programme will include on-line and in-person events to inform practitioners about relevant tools; customized training materials about tools; choice guidance material for selecting appropriate tools; and a webinar series highlighting key tools and their application in exemplars. In addition, the Resource Hub will support young researcher training by making the curriculum and lectures form the OPERAS summer school available, along with social networking functionality aimed at early career researchers, and a forum for work experience placements and job opportunities.

WCMC has a €75,000 budget for developing training material and organising training workshops (e.g. to cover venue hire).

Management of dissemination: Full plans for these activities will be developed in collaboration with WP5 and included in D6.1.

Activities aimed and building the Community of Excellence (CoE)

Within WP6 (Outreach and Dissemination), a major activity will comprise outreach activities aimed at building the CoE. These include tailored promotional material, short promotional events for business leaders and senior policy makers, and developing a series of training workshops and webinars for professionals.

UEDIN has a €15,000 budget to subcontract science writing to make research results accessible to the CoE, €20,000 for promotional material and €20,000 for other printing costs.

Management of dissemination: Full plans for these activities will be developed in collaboration with WP5 and included in D6.1.

Journalist field trip

Field tours with journalists will be organised to the exemplar case studies and these will support the dissemination of best-practice examples. There is a crucial role here for the SME and NGO partners in applying the new knowledge, methods and instruments in practical applications with stakeholders.

WWF Bulgaria has a €10,000 budget and WWF Romania €12,000 to organise a journalist fieldtrips.

Management of dissemination: WWF Bulgaria and WWF Romania will develop plans for the fieldtrips, which will be included in D6.1 (Month 12- November 2013)

Short films (D6.2 & D6.4)

As one of the novel communication methods used by OPERAs – two sets of short films will be produced to further facilitate exchange of the OPERAS research outputs.

The first set of short films will be completed by Month 18 (May 2014) and will describe the underlying issues in operationalising the ES/NC concept. These films will be placed on the project website and, at a later stage, within the Resource Hub.

The second set of short films will describe the Resource Hub and the instruments and other materials available within it and will be completed in Month 50 (January 2017). These films will be incorporated within the Resource Hub and made available through the OPERAs website.

UEDIN has a €60,000 budget to subcontract filming.

Management of dissemination: UEDIN and WCMC (WP5 lead) will develop a plan for the film, which will be included in D6.1. Plans for the second set of short films will be developed in collaboration between WP4 and WP5 and will be included in the Month 36 updated RIP.

Policy Briefs (D6.3)

OPERAs will also produce policy briefs, press releases and short contributions to the popular press. Target groups for these activities include business organisations and their representatives Europe-wide, community representatives, local authorities and planners, licensing agencies and, through journalists, the European public.

For example, a policy brief on the Resource Hub following its launch will help in communicating OPERAs activities and assist in building the Community of Excellence (Month 32- July 2015).

Management of dissemination: WCMC will produce the Policy Brief on the Resource Hub (D6.3, Month 32- July 2015) while the Policy Brief of existing and emerging policy needs and opportunities (D4.1, Month 16- March 2014) will be produced by IEEP.

Summer School (D6.5)

A 10-day postgraduate summer school will be organized for PhD students and young researchers (in Month 54 – May 2017), focusing on ES/NC operationalisation. CNRS will lead the organisation and be in charge of logistics, but all OPERAs partners are expected to contribute to lecturing and providing training material. The course will present the latest scientific knowledge and provide an overview of the novel OPERAs tools and instruments, including examples of their use in the WP2 Exemplars. This post-graduate summer school will ensure that the next generation of researchers will learn from the OPERAS research and experience.

UEDIN holds a €60,000 budget to cover the organisation of the summer school, including venue hire and travel for non-OPERAs speakers.

Management of dissemination: CNRS leads this activity and will provide a first plan for the summer school in D6.1 based on an initial discussion with OpenNESS. A detailed outline of the summer school conference will be in the updated dissemination plan that will be part of Month 36 RIP (D1.4).

Final conference (D6.6)

A Peer-to-Peer exchange conference will be organised, in collaboration with the OpenNESS project, to demonstrate the outputs of both projects and to strengthen the Community of Excellence (CoE). The conference will take place at the end of the project (Month 58- September 2017) involving ES/NC practitioners and policy makers and will provide a peer-to-peer learning opportunity based on the full richness of the OPERAS outputs. WCMC will lead the organisation of the conference and take responsibility for the logistics, but all OPERAs partners are expected to contribute to presentations and the provision of training materials. The Exemplars will be presented along with key project outputs, such as the Resource Hub. This conference will be the major closing activity of the project, and will bring together a large part of the OPERAs CoE.

WCMC has a €50,000 budget for the conference organisation, which includes venue hire, promotion and invited speakers.

Management of dissemination: WCMC leads this activity and will provide a first plan for the conference in D6.1 based on an initial discussion with OpenNESS. A detailed outline of the conference will be in the updated dissemination plan that will be part of Month 36 RIP (D1.4).

4. Management of publicity and branding

4.1 Branding and project dissemination

Professional branding of the OPERAs project, including the website, project flyers, newsletters, policy briefs and reports will ensure a recognizable identity. It is desirable to produce templates in the same colour scheme that also relates to the OPERAs logo for such items as PowerPoint templates, poster templates and deliverables to ensure a consistent OPERAs image.

Possible links with the OpenNESS project logo and branding are being discussed.

A €20,000 budget held by the UEDIN team is available for professional branding of OPERAs including a project logo.

Management of dissemination: The DMT will propose a specification for the branding, which will be discussed with the PMT in April 2013. Prior to the PMT the DMT will also discuss branding with OpenNESS to discuss whether it is desirable to pursue a similar style among the projects to

highlight their interconnections. Following the discussion in the PMT a professional company will be contracted to develop the OPERAs branding.

4.2 Project website

The project has a dedicated website (http://www.operas-project.eu/). The website will provide general information about the project including details of the deliverables, partners and aims of the project. It will also have a password protected internal section for project partners to exchange documents and data, including being a repository and long-term record of project meeting notes and deliverables.

Management of dissemination: The DMT will make a proposal for the website structure, to be discussed by the PMT in April 2013 and implemented soon after that meeting, in consultation with Tiamasg. The layout of the website will need to be consistent with the project branding.

4.3 Social media

Novel communication methods via social media such as Twitter, YouTube and Facebook will further facilitate exchange of the OPERAs findings.

Management of dissemination: The PMT will discuss the use of social media in Spring 2013. The final strategy will be described in detail in D6.1.

4.4 Newsletters

A regular newsletter will be produced to showcase the OPERAs project activities and in so doing to inform the project's CoE. Newsletters will be produced throughout the project lifespan, in both paper and electronic formats available through the project website. The newsletters will be used in particular to showcase the project Exemplars.

Management of dissemination: The PMT will discuss the newsletter in Spring 2013, including its format, frequency and contributions. The DMT will have the responsibility for coordinating the newsletter. The newsletter will be described in more detail in D6.1.

4.5 Mailing lists and project contacts

A mailing list of relevant stakeholders and other interested parties will be compiled by the DMT with the help of all partners. This mailing list will allow us to publicise OPERAs outputs and to distribute the newsletter.

Management of dissemination: The DMT is to draft a strategy of managing project contacts and a mailing list, to be discussed in the PMT in spring 2013. Special care should be given to legal requirements on storing and using personal data, which should be examined by the DMT. The management of project contacts will be described in more detail in D6.1.

5. Expectations and responsibilities for all OPERAs partners

In order to ensure that the dissemination of the project outputs is as effective as possible it is important that all project partners take responsibility for promoting the OPERAs project as often and as effectively as possible. This will be assisted by the use of branded templates for PowerPoint presentations etc. Expectations and responsibilities of all partners will be compiled in a short document that will be part of D6.1, and will be posted on the internal part of the website. This list will be reviewed at consortium meetings and amended by the PMT as necessary. Examples of items covered will be the use of OPERAs templates, EC and OPERAs logos, open access publishing, reporting outreach activities to the coordinator and contributing to the newsletter.

Management of dissemination: A provisional list will be drafted by the DMT to be discussed in the PMT in April 2013. It will then be circulated to all partners for final comments and included in D6.1.

6. Timing of the main OPERAs outreach and dissemination activities

Activity/Action	Responsible Partner	Timing

OPERAs Website up and running (MS6.1)	UEDIN	Month 2 (January 2013)
First OPERAs project flyer (MS6.2)	UEDIN	Month 6 (May 2013)
Dissemination Strategy and Plan (D6.1)	UEDIN	Month 12 (November 2013)
Outreach Plan (MS6.3)	UEDIN	Month 14 (January 2014)
Short films describing issues (D6.2)	UEDIN	Month 18 (May 2014)
Launch of first short film (MS6.4)	UEDIN	Month 30 (May 2015)
Policy Brief on Resource Hub (D6.3)	WCMC	Month 32 (July 2015)
Second Flyer, following first policy brief (MS6.5)	UEDIN	Month 32 (July 2015)
Updated Outreach plan, with planning for Summer School & Final Conference (MS6.6)	UEDIN	Month 40 (March 2015)
Short films describing Resource Hub and Instruments (D6.4)	WCMC	Month 50 (January 2017)
Summer School (D6.5)	CNRS	Month 54 (May 2017)
OPERAs Final Conference (D6.6)	WCMC	Month 58 (September 2017)