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### Communication Plan

### Building with Nature 2016-2020

Draft



March 2016, written by Carrie de Wilde

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# Introduction

The most serious threat facing the North Sea Region (NSR) is climate change, increasing coastal erosion risk from storm surges and heavy rain causing flooding of rivers and lakes inland. Innovative and sustainable solutions are needed to counter this problem.

Building with Nature (BwN) solutions utilize natural processes to reduce flood risk and coastal erosion whilst enhancing ecosystem services. The overall objective of the Building with Nature project is to make coasts, estuaries and catchments of the NSR more resilient to climate change through both the application of and the learning from the implementation of these BwN measures.

However, the performance of BwN solutions is uncertain and hampers wider uptake across NSR. A common transnational evidence base is needed to justify investments and optimise the effectiveness of BwN solutions.

The project will demonstrate BwN-based climate change adaptation solutions at 7 coastal target sites across The North Sea region, in the form of sand nourishment at North Sea Coasts and Wadden Sea barrier islands and at 6 catchment scale sites, for example through river restoration.

Government, knowledge institutions and private companies from The Netherlands, Belgium, Germany, Denmark, Sweden, Norway and Scotland work together in this project.

This plan describes the communication objectives, aims, target groups, planning and responsibilities of the partners for the BwN project.

# Aims and Objectives

The overall objective of communication is to inform relevant stakeholders and the general public about the project and to make output of the project and its results visible.

More specifically the goals are to:

* Raise awareness about laboratories in catchments and coastal areas and disseminate lessons learnt
* Make the evidence base accessible and known to practitioners and policy makers.
* Engage policy makers in policy learning on benefits and barriers for uptake of BwN solutions, raise awareness among the policy makers of existing bottlenecks and opportunities and highlight opportunities for application of BwN at other locations.
* Raise awareness of the benefits of BwN to reduce flood risk and coastal erosion with communities at risk and the general public, whilst managing expectations.
1. Target/stakeholder Groups

The following target/stakeholder groups are targeted in the communication efforts:

* BwN Partners (government, NGO’s, research and knowledge partners who are involved in the BwN topics)
* North Sea Region Secretariat
* Specific groups: Environment Agency, the North Sea Coastal Management Group, the Crown Estate, Dutch association of water boards, the USA Corps of Engineers.
* Relevant public authorities in coastal management and flood risk management (municipalities, provinces, water boards)
* Companies in engineering, design/planning, construction
* Fellow-researchers from other EU organisations
* Professionals (through professional networks),
* Knowledge institutes, students, educational institutes
* Community groups (local flood groups, community councils etc.)
* Local citizens,
* Land managers, land owners and farmers
* NGOs
* Policy makers
* Politicians: relevant MPs and MEPs

|  |  |  |  |
| --- | --- | --- | --- |
|  | High | **Keep satisfied/meet needs*** Engage and consult on interest areas
* Aim to improve level of interest
 | **Manage closely*** Focus efforts on this group
* Engage and consult regularly
 |
| **Influence** | Low | **Monitor*** Keep informed via general communication
* Aim to move from low to high interest
 | **Keep informed*** Make use of interest through involvement
* Keep informed and consult on interest areas
* Potential supporter/ambassador
 |
|  |  | Low | High |
|  |  | **Interest** |  |

* General Public

# Approach

Results and output are communicated throughout the project lifecycle to ensure that they are taken up at programme level and distributed throughout the North Sea Region and beyond. Project results and outputs are collected by the communication manager. The communication manager will collaborate with the work package leaders to transform these into customized content for the communication tools. Communication takes place at three different levels:

* Programme level: communication initiated by the North Sea Region secretariat, using programme communication tools (website, social media)
* BwN project-level: initiated by the BwN communication manager (Workpackage 2 leader Rijkswaterstaat), using the project communication tools as mentioned in paragraph 5.
* Partner level: communication initiated by BwN partners, using their own existing channels

Paragraph 6 contains the tools that will be used for communication.

Relationship between Communication and Dissemination
Communication and dissemination are closely related. Dissemination is the sharing of the knowledge developed with relevant stakeholders. Every Work Package has a tailored strategy on how to reach these stakeholders (see the description in the application form under the bullet points ‘How will you involve target groups and other stakeholders in the work package’ and ‘How will the main deliverables be further used once the project has been finalized’). The channels used for dissemination, described under these bullet points, can also be used for *communication*. Therefore, leader of WP 2 closely works together with the leaders of the other WorkPackages to effectively use these channels for both dissemination and communication.

# **Message House**

**The following key message should be used when communicating about BwN:**

Flooding is the most important risk for loss of life and economic damage in the North Sea Region. The traditional focus is on hard infrastructure such as concrete dams or dykes partly covered with stone to protect us from flooding.

Building with Nature is an emerging complementary concept. In this concept, natural processes help to keep us safe against coastal erosion and flooding. One of the examples is giving rivers more space and restoring natural floodplains, or stimulating vegetation growth to break the force of incoming waves. Both nature and people benefit from these solutions.

To date, the concept of Building with Nature has been piloted on a small scale in a few countries, but opportunities are everywhere and yet most are missed. The aim of the project is to work together to develop our knowledge base about Building with Nature through pilot projects and encourage the uptake of this approach.

In the Building with Nature project, partners from The Netherlands, Belgium, Germany, Denmark, Sweden, Norway and Scotland work together. They will demonstrate solutions at seven coastal sites and at six sites in estuaries, rivers and lakes.

*Addition for professional audience*The Building with Nature (BwN) project demonstrates BwN solutions that utilize natural processes to deliver flood risk and coastal erosion management whilst enhancing ecosystem services.

A common transnational evidence base is needed to justify investments and optimise the effectiveness of BwN solutions and to incorporate BwN in policies. Therefore the project creates joint transnational monitoring programmes, uses state-of-the-art analysis methods and develops improved designs and business cases.

Existing investment projects will be leveraged and enriched with transnational best practice, performance monitoring, cost-benefit analysis and business case generation. Lessons are scaled-up to national policy, practical guidelines, and references for international business development.

This leads to increased adaptability and cost reductions and provides additional benefits for people and nature. The lessons and references provide International (business) opportu­nities for replication and up-scaling of the Building with Nature concept.

# Tools and Activities

## Project Identity

The project identity is provided by the NSR secretariat. This identity is to be used by all partners when communicating about BwN. A separate PDF document contains the visual identity guide. Templates will also be provided by the secretariat (ready in May 2016). The project office spreads these documents to the partners.

## Website

The website [www.northsearegion.eu/](http://www.northsearegion.eu/)building-with-Nature is located within the North Sea Region programme website. The ‘About’ section contains a description of the BwN project and lists the partners involved. Throughout the project lifecycle, the website is regularly updated with news, events, contact details and project results. WP2 leader Rijkswaterstaat will manage this website.

Newsletter
WP2 leader Rijkswaterstaat will write the newsletter twice per year (seven in total). The newsletter is written based on information from the partners and once a year also on the progress report. The newsletter is distributed though the mailing lists of the BwN partners. Content from this newsletter can also be used by partners and by the North Sea region programme to distribute through their own channels (websites, social media and newsletters). The newsletters will be published after every coordination group meeting.

## Social media

BwN will deliver content for the social media channels of North Sea Region (Linkedin, Twitter, Facebook, Youtube and Flickr) and for the accounts of partners (especially Ecoshape-Building with Nature). In the future we will examine if setting up our own social media accounts is required, based on the amount of news we have to share.

Poster and Fact Sheet
The poster and Fact Sheet give an overview of the BwN project goals, aims, target groups and deliverables. It is illustrated with pictures from the demonstration projects. It also contains the map with demonstration projects. The poster will be used at conferences, meetings and in the offices of the partners. The Fact Sheet has already been made by Rijkswaterstaat.

Presentations at scientific conferences
At least one presentation per year is given by (one or more of) the partners based on a BwN research paper.

Project demonstration site visits for interested stakeholder groups.

## Participation and co-organisation of events of Work Packages

Throughout Europe, several relevant events are organised every year. All partners look for chances to participate and possibly co organise these events. WP2 supports other Work Packages in organisation and participation.

Workshops
Workshops to share knowledge will be organised for different stakeholder groups, together with or by Work Package 3-6 leaders. Workshops can be organised as part of an already organised event where relevant stakeholders are present.

## Closing event

After finalizing the BwN project, the tools and results from BwN will be presented in an international closing event, initiated by the Work Package 2 leader Rijkswaterstaat.

Depending on the amount of ambition and interaction, we use different means of communication.

**ambition**

communicate

inform

Solidarity

Deal with problems together
Creative sessions

Involvement

One-on-one meeting
Feedback session
Group conversation
Workshop

Understanding

Pep talk
Presentations at scientific conferences

Awareness

Newsletter
E-mail
Website
Poster

**interaction**

Support

Seminar
Training
Interactive media

# Planning

The communication planning is directly linked to the project planning.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Month** |  | **Milestone** | **Project Activity** | **Communication Activity** |
| M3 |  | MS1 | Kick-off meeting |  |
| M6 |  | MS2 | Launch event - partnership agreement signed | Poster Draft communication plan  |
| M8 |  | MS5 | Communication plan | Final Communication planWebsite complete |
| M11 |  | MS3 | Final version of WP3 plan |   |
| M11 |  | MS4 | Final version of WP4 plan |  |
| M11 | Sept 2016 |  | Coordination group meeting |  |
| M12 | Oct 2016 |  |  |  |
|  |  |  |  |  |
| M14 | Dec 2016 |  |  |  |
| M16 | Feb 2017 |  |  |  |
| M17 | March 2017 |  | Coordination group meeting |  |
| M18 | Apr2017 |  |  | First Newsletter  |
| M20 | June 2017 |  |  | Second Newsletter  |
| M20 | June 2017 | MS6 | Full progress report 1. |  |
| M22 | Aug 2017 |  |  | Third Newsletter  |
| M23 | Sept 2017 |  | Coordination group meeting |  |
| M24 | Oct2017 | MS7 | State of the art volume calculation techniques, updated sediment balance for the Wadden Sea. | Fourth Newsletter  |
|  |  |  |  |  |
| M26 | Dec 2017 |  |  | Fifth newsletter  |
| M28 | Feb 2017 |  |  | Sixth Newsletter  |
| M29 | March 2018 |  | Coordination group meeting |  |
| M30 | Apr 2018 |  |  | Seventh Newsletter  |
| M32 | June 2018 | MS8 | Full progress report 2. |  |
| M32 | June 2018 |  |  | Eighth Newsletter  |
| M34 | Aug 2018 |  |  | Ninth Newsletter  |
| M35 | Sept 2018 |  | Coordination group meeting |  |
| M36 | Oct 2018 |  |  | Tenth Newsletter  |
|  |  |  |  |  |
| M38 | Dec 2018 |  |  | Eleventh Newsletter  |
| M40 | Feb 2019 |  |  | Twelfth Newsletter  |
| M41 | March 2019 |  | Coordination group meeting |  |
| M42 | Apr 2018 |  |  | Thirteenth Newsletter  |
| M44 | June 2019 | MS9 | Full progress report 3. |  |
| M44 | June 2019 |  |  | Fourteenth Newsletter  |
| M46 | Aug 2019 | MS10 | Coastal Laboratories: evidence base and guidance | Fifteenth Newsletter  |
| M46 | Aug 2019 | MS11 | Natural Catchment Laboratories: evidence base and guidance |  |
| M46 | Aug 2019 | MS12 | Recommendations and guidance on design and business case development |  |
| M47 | Sept 2019 |  | Coordination group meeting |  |
| M48 | May 2020 | MS13 | Final report | Closing EventSixteenth Newsletter Final Newsletter |

*\* Workshops, presentations and participation in events will be planned in cooperation with partners*

## Monitoring progress

The Work Package 2 leader Rijkswaterstaat is responsible for monitoring progress and evaluating the tools used. Work Package 2 leader writes an update of the completed communication activities and tools used. This will be done eight times throughout the project life cycle, as input for the progress report. To create this update, the Work Package 2 leader contacts all partners for an update on their communication activities. Then, the WP2 leader will present the overview of activities at the partner meeting before it is included in the progress report.
Also the effectiveness of tools is monitored. For the newsletter this is done by counting the number of hits the newsletters receive online. For other tools, effectiveness is discussed and measured with help of partners. Tools will be adjusted if necessary.

# Budget

| **Description** | **Contracting beneficiary**  | **Budget** |
| --- | --- | --- |
| Building and maintenance of web-portal for dissemination of best practice | Common Wadden Sea Secretariat |  € 15,000  |
| Communication Strategy including possible end film or dedicated website | Rijkswaterstaat |  € 40,000  |
| Participation and co-organisation of events | Rijkswaterstaat |  € 15,000  |
| Final Event | Rijkswaterstaat |  € 20,000  |
| Mid-Term Event | Rijkswaterstaat |  € 20,000  |
| Launch event | Rijkswaterstaat |  € 20,000  |
| Communication of the developed tools and instruments, aiming at increasing the implementation of BwN | Vlaamse Milieumaatschappij |  € 2,000  |
| Communication | Waterschap Noorderzijlvest | € 5,000 |
| **Total** |  | **€ 137,000** |

# Organization and responsibilities

* The communication manager is member of the project office of the Lead Partner, together with the financial manager and the project coordinator.
* The Lead Partner is also the leader of Work Package 2.
* The Work Package 2 leader is responsible for the overall project communication as described in this plan, based on Work Package 2 and the deliverables stated in the application form. The Work Package 2 leader delegates this task to the Communication Manager.
* The Communication Manager monitors progress of the communication activities and will ensure that the required communication tools and activities are delivered.
* Communication Manager delivers updates on the status of communication activities for use in the progress reports.
* Communication Manager will customise content for dissemination activities and tools, in close collaboration with the Work Package Leaders.
* Partners are responsible for communication with their stakeholders. A detailed overview of the partners’ responsibilities and deliverables within Work Package 2 can be found in the Action Plan.

# Publication Requirements

**Every partner has to meet the publication requirements. If these requirements are not met, they will not receive funding for the products delivered.** Requirements can be found at**:** <http://www.northsearegion.eu/media/1315/25-publicity-requirements-revised-171215.pdf>

Projects must:

1. Refer to the European Union, the European Regional Development Fund and the North Sea Region Programme correctly and visibly in all project publications, both online and in print
2. Set up a website and provide regular information about the project
3. Make use of the project logo provided by the Joint Secretariat
4. Make a poster or a plaque

# ANNEXES

## Annex 1: Link to visual identity and design formats

* Visual identity guide
* Logo download
* Adobe InDesign formats (to be delivered from May 2016)

## Annex 2: Overview of BwN partners

|  |  |  |  |
| --- | --- | --- | --- |
| 1 | Rijkswaterstaat | RWS | NL |
| 2 | Ecoshape | ECOS | NL |
| 3 | Norges vassdrags - go energidirektorat | NVE | NO |
| 4 | Schleswig-Holstein Agency for Coastal Defence,National Park and Marine Conservation, LKN-SH (ACNM-SH) | ACNM-SH | DE |
| 5 | Lansstyrelsen Skane - The County Administration Board of Skane | LS | SE |
| 6 | Vlaamse Milieumaatschappij | VMM | BE |
| 7 | Common Wadden Sea Secretariat | CWSS | DE |
| 8 | Niedersachsischer Landesbetrieb fur Wasserwirtschaft, Kusten-und Naturschutz | NLWKN | DE |
| 9 | Kystdirektoratet  | DCA | DK |
| 10 | Waterschap Noorderzijvest | NZV | NL |
| 11 | Afdeling Kust - Coastal Division  | MDK | BE |
| 12 | UNESCO-IHE | IHE | NL |
|  | Scottish Catchment Group | SCO |  |
| 13 | Scottish Government | SG | UK |
| 14 | Tweed Forum | TF | UK |
| 15 | Scottish Environment Protection Agency | SEPA | UK |

## Annex 3: Pilot sites

BwN will demonstrate adaptive and multifunctional design as well as innovative construction techniques that foster climate change adaptation at system and asset level through the following pilots (more to follow)

* Eddleston Water Project (Scotland)
* Restoration of streams, Helsingborg, catchment area of Råån, Skane (Sweden)
* Flood prevention in Kleine Nete catchment, VMM (Belgium)
* Lauwersmeer optimized watermanagement, North Netherlands, Waterschap Noorderzijlvest (The Netherlands)
* Room for the River, Rijkswaterstaat (The Netherlands)
* Dutch North Sea coast shoreface nourishment (The Netherlands)
* Danish North Sea coast between Thyboran and Nymindegrab (Denmark)
* Coastal protection strategy for one East Frisian Island (Germany)
* Sylt shoreface nourishment (Germany)
* Co-analysis of shoreface nourishment and performance monitoring (The Netherlands)
* Planned retreat and other solutions to prevent coastal erosion along the Swedish coast (Grannian, Sweden)
* Wadden Sea morphological processes and sediment areas for water production infrastructure (The Netherlands)
* Ameland tidal inlet monitoring and analysis (The Netherlands)

## Annex 4: Communication Objectives as stated in application form C 5.2

|  |  |  |
| --- | --- | --- |
| **Title** | **Project Detailed Objective** | **Target groups** |
| **Raise awareness about laboratories and disseminate lessons learnt** | Demonstrate climate change solutions at 7 target sites in NL, D, B (SH & NS), DK, and SE in coastal living laboratories (North Sea Coast and Waddensea) | * Business support organisation Infrastructure and (public) service provider
* Interest groups including NGOs
* Large private enterprise
* Local public authority
* National public authority
* Regional public authority
* Sectoral agency
 |
| **Raise awareness about laboratories and disseminate lessons learnt** | Demonstrate climate change solutions at 6 sites in B, NL, SE, Norway and Scotland in catchment living laboratories | * Business support organisation
* Higher education and research
* Infrastructure and (public) service provider
* Interest groups including NGOs
* Large private enterprise
* Local public authority
* National public authority
* Regional public authority
* Sectoral agency
 |
| **Make the evidence base accessible and known to practicioners and policy makers.** | Create an evidence base and develop and share BwN knowledge and best practice methodologies, approaches and tools in a manner that is accessible to practitioners and policy makers. | * Business support organisation
* European Grouping of Territoirial Cooperation (EGTC)
* Infrastructure and (public) service provider
* Interest groups including NGOs
* International organisation,
* European economic interest grouping (EEIG) Large hier?private enterprise
* Local public authority
* National public authority
* Regional public authority
* Sectoral agency
 |
| **Engage policy makers in policy learning on benefits and barriers for uptake of BwN solutions. Raise awareness among the policy makers of existing bottlenecks and opportunities. - Highlight opportunities for application of BwN at other locations to practitioners.** | Facilitate uptake and transition flood and coastal erosion risk management across NSR through opportunity mapping, policy learning and capacity building. | * Local public authority
* National public authority
* Regional public authority
* Sectoral agency
 |

## Annex 5: Deliverables from application form

 



