

SULLIED SEDIMENTS COMMUNICATION PLAN

Communication Objective	Activity/Deliverable	Type	Level	Internal/ External	Lead	Target Audience(s)	In Which Project Period?	Measure	Target
C.1. Ensure that there is strong and effective communication within and beyond the project partnership	Communication plan	Other (internal plans)	Project	Internal and external	ERYC	All target audiences	I	Number of plans	I
	Interreg NSR project web space	New service	Project	External	ERYC	All target audiences	I	Number of sites	I
	Sullied Sediments Project blog (using Wordpress)	New service	Project	External	UH / ERYC	All target audiences	All	Number of readers	TBC
	Sullied Sediments Twitter feed	New service	Project	External	UH / ERYC	All target audiences	All	Number of followers	TBC
	Use of the Interreg NSR Online Monitoring System	New service	Project	Internal	UH / ERYC	Joint Secretariat	All	N/A	N/A
	Newsletter	Exchange of information event	Project	Internal and external	ERYC	All target audiences	All	Number of issues	6
	Newsletter	Exchange of information event	Project	Internal and external	ERYC	All target audiences	All	Number of readers	50
	Individual work package meeting	Exchange of information event	Work package	Internal	Various	Project partnership	All	Number of meetings	10
	Formal knowledge exchange between work packages	Exchange of information event	Work package	Internal	Various	Project partnership	All	Number of exchanges	9
C.2. Ensure that the project is delivered effective through the proposed management structure (see Appendix 1)	Advisory Board and Steering Group established	Other (management group)	Project	Internal	UH / ERYC	Project partnership	I	Number of groups established	2
	Steering Group and Project Review meetings	Exchange of information event	Project	Internal	UH / ERYC	Project partnership	All	Number of meetings	6
	Annual meetings (to include the Advisory Board)	Exchange of information event	Project	Internal	UH / ERYC	Project partnership	2, 4, 6	Number of meetings	3
	Kick-off meeting (for project beneficiaries and advisory partners)	Exchange of information event	Project	Internal	UH / ERYC	Project partnership	I	Number of meetings	I
C.3. Provide partners with appropriate support to ensure they meet our audit and reporting obligations to the Joint Secretariat	General and one-to-one support via skype and email	Exchange of information event	Project	Internal	UH / ERYC	Project partnership	All	Number of online sessions	7 (min.)
	Spending/delivery plan created for each project beneficiary and work package and an overall project plan	Other (internal plan)	Project	Internal	UH / ERYC	Project partnership	I	Number of plans created	19
	Project period progress and financial report (based on submissions by project beneficiaries)	Report/strategy	Project	Internal	UH / ERYC	Joint Secretariat	I	Number of submissions	6

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C.4. Use project communication tools, events and strategic networks to promote the new data toolkits, protocols and guidelines across the NSR and beyond	Society of Environmental Toxicology and Chemistry Conference Workshop (potentially combined with an annual meeting)	Dissemination event	Project	External	UH / ERYC / HAW	Higher education and research Infrastructure/public service provider Interest groups including NGOs Large private enterprise Local, regional and national public authority Sectoral agency	5	Number of participants	TBC
	Conference documents	Exchange of information event	Project	External	UH / ERYC / HAW	As above	5	Number of information kits	1
	Publication on the review of pollutant pressures in Europe	Report/strategy	Work package	External	HAW / UH	Higher education and research Infrastructure/public service provider Interest groups including NGOs Local, regional and national public authority Sectoral agency	TBC	Number of readers	30
	Economic benefits report focused on biological diversity, productivity and hydrology	Report/strategy				As above	TBC	Number of readers	30
	Government white paper providing monitoring protocol for target WL chemicals	Report/strategy	Work package	External	ESG / UH	As above	TBC	Number of papers	3
	Publication on legal sediment management frameworks	Report/strategy	Work package	External	OVAM	As above	TBC	Number of readers	100
	Report on cost-benefit estimations for sediment management decisions	Report/strategy	Work package	External	OVAM	As above	TBC	Number of readers	25
	Guideline on the evaluation of sediments by application of BEBA/OMEGA	Working practice change	Work package	External	HAW / UH / OVAM / RU	As above	TBC	Number of adopters	TBC
	Training workshop on the BEBA/OMEGA guideline	Exchange of information event	Work package	External	HAW / UH / OVAM / RU	As above	TBC	Number of workshops	4
	As above	As above	As above	As above	As above	As above	TBC	Number of participants	40
	Report on higher level eco-toxicological impacts	Report/strategy	Work package	External	RU	As above	TBC	Number of reports	4
	As above	As above	As above	As above	As above	As above	TBC	Number of readers	20

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C.5. Use the project communication tools to promote the new treatment methods piloted and validated by the project to stakeholders across the NSR and beyond	Conference workshop co-hosted with the NuReDrain project at a water industry event	Dissemination event	Project	External	UH / ERYC	Higher education and research Infrastructure/public service provider Interest groups including NGOs Large private enterprise Local, regional and national public authority Sectoral agency	TBC (5 or 6)	Number of participants	TBC
	Conference documents	Exchange of information event	Project	External	UH / ERYC / Vlakwa	As above	5	Number of information kits	1
	Workshop on the end-of-waste assessment approach for ex situ sediments	Dissemination event	Project	External	OVAM	As above	TBC	Number of participants	40
C.6. Celebrate the achievements and effectiveness of volunteers participating in the training and field sampling programmes and encourage more people to take community action on local waterways	Citizen geared materials (communications that will convey messages about citizen behaviour and consumer choice affecting the water system)	Exchange of information event	Project	External	UH / ERYC	General public Interest groups including NGOs	3, 4, 5, 6	Number of information kits	1
	App to be used by volunteers to report their sampling findings	New service	Work package	External	UH / ERYC	As above	3	Number of users	80
	Volunteer training programme for sediment sampling	Exchange of information event	Work package	External	UH / ERYC / CRT	As above	3	Number of participants	80
	Coordinated field sampling campaign	Pilots/demonstrations	Work package	External	UH / ERYC / CRT	As above	3, 4, 5	Number of roll-outs	4
	Volunteer behaviour change survey (pre- and post-participation)	Pilots/demonstrations	Work package	External	UH / ERYC	General public (volunteers)	3, 6	Number of surveys	2
C.7. Use joint private-public sector communications to improve awareness about the global need to better understand and manage sediments to protect water resources for future generations	Multi-media communications campaign to promote citizen behaviour change (digital mainly)	Communication initiative	Project	External	UH / ERYC	All target audiences	All	Number of users	1000