

Sullied Sediments Communication Plan – Explanatory Note

1) Statement of Purpose

This plan sets out seven communication objectives which give an indication of how the Sullied Sediment partnership will manage the internal and external communication for the project. The plan describes the activities that will be carried out and at what level they will be undertaken (e.g. project or work package level). For each activity, the plan then identifies which partners will take the lead on that activity, to whom it will be directed, how the impact of that activity be assessed and how often progress will be reviewed.

2) Background

Many inland waterways in Europe may be under threat due to the release of Watch List chemicals into the environment. The Watch List (WL) is a list of emerging and potential water pollutants, some of which are not yet regulated under the European Water Framework Directive. Their release into the environment is a concern because certain WL chemicals have been shown to be harmful to wildlife because of the disruption they cause in the aquatic environment.

These chemicals are released into our waterways through daily life, for example through our use of common household products and pharmaceuticals. They can also be released into the environment through industrial and farming practices. Regardless of the source, these chemicals accumulate in the sediments in our rivers and canals where they can remain for centuries. Through this project, an interdisciplinary team, led by the University of Hull, will develop and test new tools to better assess, treat and prevent contamination from selected WL chemicals across the NSR.

3) Project and Communication Objectives

The table below sets out what the Sullied Sediments project aims to achieve (results) and how the project partnership will achieve them (objectives):

| Result 1 | Objective |
|---|---|
| 10% reduction in the economic costs of dredged material management options in pilot sites. In the short term, this can be achieved by decreasing uncertainty in decision making on contaminated sediments. | Detect, measure and map selected WL chemicals in three NSR river catchments (sites will be selected to ensure different watercourse types and different contamination issues are represented) |
| | Augment these chemical data with the biological effects and socio-economic impacts through an integrated approach that reduces uncertainty and risk for managers of sediments and waterways |
| Result 2 | Objective |
| 25% reduction in the level of selected toxic WL chemicals from treated wastewater entering the target watercourses in 2019 through a clean-up pilot compared to baseline levels determined at the project start | Through an environmentally friendly approach, remove selected WL chemicals using spore/ pollen-derived particles in the lab and then at selected wastewater treatment plants |
| | Calculate the cost-benefit of recycling the removed chemicals in collaboration with the NuReDrain project |
| | Carry out an activity on 'end-of-waste' assessment for sediments |

| Result 3 | Objective |
|--|--|
| 20% reduction in the level of selected toxic WL chemicals at wastewater treatment plant inflows at selected sites through influencing citizen behaviour and consumer choices in 2019 compared to baseline levels determined at the project start | Map the presence of key WL problem chemicals in the catchments by involving citizens in a field sampling campaign and drive a reduction in the usage of these chemicals and their arrival at waste water treatment plants through a parallel, targeted communications campaign with support from water companies |

Effective communication will help us to carry out these project objectives and achieve our target results. Consequently, our communication objectives are closely aligned with them.

Our communication objectives are split into two categories: internal (within the project partnership) and external (beyond the project partnership):

Internal/External

- C.1. Ensure that there is strong and effective communication within and beyond the project partnership

Internal

- C.2. Ensure that the project is delivered effectively through the proposed management structure (see Appendix 1)
- C.3. Provide partners with appropriate support to ensure they meet our audit and reporting obligations to the Joint Secretariat

External

- C.4. Use project communication tools, events and strategic networks to promote the new toolkits, protocols and guidelines for sediment analysis and management across the NSR and beyond to encourage broad uptake and demonstrate the project's impact
- C.5. Use the project communication tools to promote the new treatment methods piloted and validated by the project to various stakeholders across the NSR and beyond in order to encourage take up and demonstrate the project's potential long-term impact
- 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
- 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

4) Target Audiences

The Sullied Sediments partnership will carry out internal and external communications throughout the three-year life of the project. When describing external communications, the plan draws on the list of target groups used in the Interreg NSR programme guidance. These target groups include:

| | |
|--|---------------------------|
| Business support organisation | Large private enterprise |
| Education/training centre and school | Local public authority |
| General public | National public authority |
| Higher education and research | Regional public authority |
| Infrastructure/public service provider | Sectoral agency |
| Interest groups including NGOs | SME |
| International organisation | |

For internal communication between and amongst project beneficiaries, advisory partners and the Joint Secretariat, the plan uses two audience types: 'Project partnership' and/or 'Joint Secretariat'.

5) Key Messages

'Sullied Sediments' has been co-funded by the European Regional Development Fund through the Interreg VB North Sea Region (NSR) Programme. The award totals just over €2 million, which has been matched by the project partners. The project partnership comprises 13 public, private and third sector organisations based in the UK, Germany, Belgium and the Netherlands.

The main purpose of the communications described in this plan is to demonstrate that the Interreg NSR investment in this project represents good value for money and is leading to tangible, real-world benefits.

Communication activities will be managed so that they raise awareness about the project across the NSR; share the knowledge, tools and resources generated by the project; encourage wider engagement with the project across the region; and demonstrate the impact of the project achievements.

6) Key Communications Methods and Tools

This plan utilises a combination of internal and external communications. Official correspondence between the Lead Beneficiary, project beneficiaries and the Joint Secretariat will be managed through the online monitoring system. Likewise, day-to-day communication between partners will primarily be electronic.

In order to characterise the other communication activities, the plan uses the types used in the Interreg NSR programme guidance. These types include:

| | |
|-------------------------------|--------------------------|
| Exchange of information event | New services |
| Report/strategy | Communication initiative |
| Policy change | Dissemination event |
| Working practice change | Other (defined) |
| Pilots/demonstrations | |

It should be noted that reports, strategies and external exchanges of information will utilise open access publications and journals where appropriate to ensure fair access to the knowledge, tools and resources generated by the project.

At project and dissemination events, English will be the primary language used. However, white papers, reports and guidelines that are intended for adoption across the NSR will be translated accordingly.

7) Team and Responsibilities

Supervised by the Lead Beneficiary (LB), the Project Coordinator (PC) will be the main contact point for the project and will be responsible for overseeing all project-level communication activities. She will also support activities carried out at the work package level where appropriate and will be actively involved in the communications associated with Work Package 5 (changing citizen behaviour).

The PC's primary responsibilities include, but are not limited to:

- Coordinating project events, including annual meetings, teleconferences and dissemination events
- Ensuring all meetings and events are documented through formal minutes, briefing notes and visual/video/sound recordings where appropriate
- Managing the project web space and other digital platforms used to communicate about the project
- Managing external contact, including fielding external enquiries and feedback
- Ensuring the communication plan is monitored regularly under the direction of the Steering Group

Work package leads will be responsible for overseeing and carrying out the communication activities associated with their fields with support from the PC where appropriate.

8) Evaluation

The Sullied Sediments partnership identified a series of outputs that the project would achieve. These outputs state that, by the end of the project:

- 9 sites will be managed using new solutions supporting long-term sustainability
- 6 enterprises will participate in cross-border, transnational or interregional research projects
- 6 research institutions will participate in cross-border, transnational or interregional research projects
- 4 organisations/enterprises will adopt new solutions
- 50 organisations/enterprises will be informed about the new solutions generated by the project

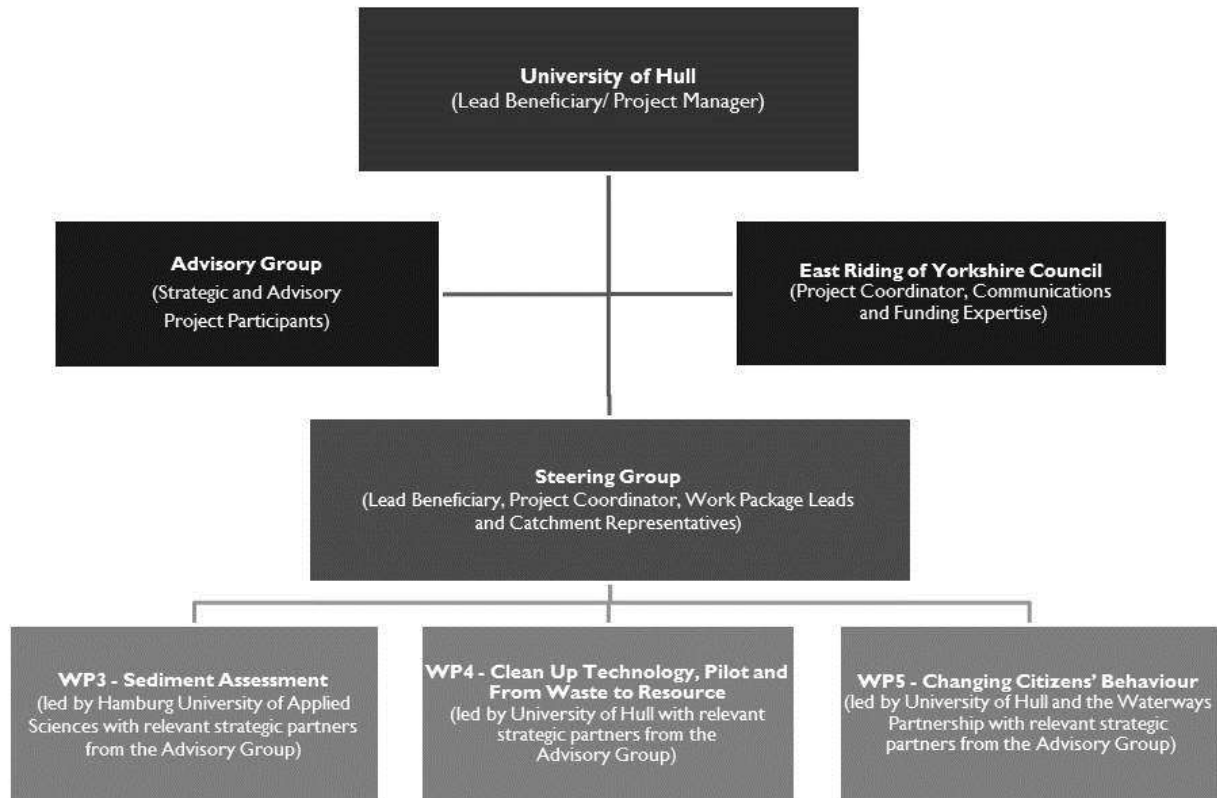
Progress on these outputs will be reviewed as part of the monitoring of the communication plan. The plan will be formally reviewed at the Progress Review and work package meetings and progress will be reported to the partnership at annual meetings. Progress reports will also be submitted to the Joint Secretariat via the online monitoring system in accordance with our reporting schedule.

9) Budget

Individual partner and work package budgets provide this detail.

Appendix I: Project Structure and Partner Roles

Sullied Sediments Organisational Structure



Project Executive

| | |
|---------------------------|---|
| Lead Beneficiary: | University Hull (UK) |
| Project Manager: | Jeanette Rotchell |
| Project Coordinator: | Annabel Hanson (East Riding of Yorkshire Council) |
| European Funding Advisor: | Claire Watts (East Riding of Yorkshire Council) |

Project Beneficiaries (partners with budgets)

- 1) Canal and River Trust (CRT) (UK)
- 2) Ecological Sediment and Soil Assessment (Ecosa) (Co-beneficiary) (Germany)
- 3) East Riding of Yorkshire Council (ERYC) (UK)
- 4) Environmental Scientifics Group (ESG) (UK)
- 5) Hamburg Port Authority (Germany)
- 6) Hamburg University of Applied Sciences (HAW) (Coordinating Beneficiary) (Germany)
- 7) Institut Dr Nowak (Germany)
- 8) Openbare Afvalstoffenmaatschappij voor het Vlaams Gewest (OVAM) (Belgium)
- 9) Radboud University (The Netherlands)
- 10) University of Antwerp (Belgium)
- 11) University of Hull (UK)
- 12) University of Leeds (UK)
- 13) Vlaamse Milieumaatschappij (VMM) (Belgium)

Advisory Group

All project beneficiaries and the following strategic partners:

- 1) East and North Yorkshire Waterways Partnership (WWP) (UK)
- 2) Elbe Habitat Foundation (Germany)
- 3) Environment Agency (UK)
- 4) Federal Institute of Hydrology (Germany)
- 5) Foundation for Applied Water Research (STOWA)
- 6) Hamburg Ministry of the Environment and Energy (Germany)
- 7) Northumbrian Water (UK)
- 8) River Hull Board (UK)
- 9) Sediment European Network Steering Group (SedNet) (European)
- 10) Thames Water (UK)
- 11) Vlakwa (Belgium) (NuReDrain project)
- 12) Yorkshire Water (UK)

Steering Group

| Partner | Organisation | Role |
|-------------------|--------------------|---|
| Jeanette Rotchell | University of Hull | Lead Beneficiary representative / Project Manager |
| Claire Watts | ERYC | Humber catchment representative |
| Annabel Hanson | WWP | Project Coordinator |
| Susanne Heise | HAW | Work Package 3 lead |
| Andrew Boa | University of Hull | Work Package 4 lead |
| Mark Lorch | University of Hull | Work Package 5 lead |
| To be determined | | Representative for the Elbe catchment |
| To be determined | | Representative for the Scheldt catchment |