



CC-WARE

Communication Plan

February 2013

Jointly for our common future

Introduction

In preparing the project adequate attention has been attached to the generation of information specifically tailored for the various target groups and the general public. Furthermore, comprehensive efforts will be taken to ensure a broad dissemination of the project results. In the frame of the Kick-off meeting held on 14 – 15 February 2013 in Ljubljana the final project communication strategy has been discussed.

In this communication plan of CC-WARE, a strategy as well as procedures for achieving optimal internal and external communication are presented. After analyzing carefully the objectives of the project, adequate methods for awareness raising and dissemination of information have been selected.

Accomplishing the main objective of CC-WARE the *mitigation of the vulnerability of water resources under climate change* requires an enhanced flow of information between land users, land use planners, water resource managers, decision and policy makers as well as the society in a whole. Thus, in the frame of its communication strategy CC-WARE will focus on

- Informing SEE public, policy makers and stakeholders on the potential dimension of the vulnerability of water resources under climate and its consequences for the population living in the threatened areas
- Enhancing the public and expert discussions on the development of a broad range of management options for mitigating the vulnerability of water resources, in particular drinking water resources
- Transferring best practices in SEES for mitigating the vulnerability of water resources, in particular by focusing on sustaining and improving the specific ecosystem services as well as optimising the water use management
- Raising the awareness of stakeholders and policy makers for the risks to the public water supply under climate change and the necessity of the development of a transnational strategy for mitigating the vulnerability of water resources.

CC-WARE Strategy

The project communication manager, a representative of the Lead partner will carry out all activities necessary for ensuring the effectiveness of communication on transnational level. On partner/national level he will support the project partners in organising and implementing activities within the context of PR work. His task are systematic planning and realization of information flow, communication, media development and image care for the duration of CC-WARE, as well as a plan how to ensure visibility of CC-WARE beyond the completion of the project. In this task the project communication manager will be supported by one expert assigned by each partner.

CC-WARE communication activities are described in work package 2 of the approved application. Besides ambitious transnational communication activities, the project partners shall also carry out specific communication activities on local and regional level, in order to reach the relevant target groups. An adequate budget amount is reserved to coordinate and manage the activities of CC-WARE communication in all ERDF partners' budgets, in order to guarantee joint cooperation and communication - internally and externally - under a transnational umbrella, which is indispensable for a successful implementation of CC-WARE.

This shall support sharing experience in SEEs region and raising awareness in the wider public, as well as support a common approach towards mitigating the vulnerability of water resources, promoting the implementation of project achievements and proposing measures to local authorities, land user, land use planner, water supply manager and residents living particularly in areas with vulnerable water resources.

Target groups of CC-WARE activities

To ensure an effective communication with the public, the project is promoting the provision of information aiming at raising awareness for mitigating the vulnerability of water resources at local, regional, national and transnational (SEE) level.

The target groups, which are relevant to be considered in the communication plan, are:

- *Policy makers*: responsible for legislation and regulation of land use, land use planning and water management
- *Authorities*: in particular those responsible for land use and resource management
- *Public services*: institutions, offices and services responsible for assessing as well as mitigating the vulnerability of water resources and its consequences for residents, land use, environment as well as other socio-economic sectors
- *Water suppliers*: public or private companies responsible for the local or regional provision of water, in particular drinking water
- *Residents*: persons living in areas, potentially threatened by the vulnerability of water resources
- *Broad public*: provision of information about critical issues in order to enable a participation in societal decisions.

Regarding the involvement of stakeholders, the main target of CC-WARE is to improve understanding between the various target groups and to increase the awareness at different levels for the management of land and water resources. Furthermore, local and regional institutions as well as relevant stakeholders in the regions covered by the project will be informed about project progress in the frame of specified regional meetings if appropriate.

Besides cooperation with relevant authorities, services, and research institutions as partners, CC-WARE will also focus on the cooperation with the relevant stakeholders and thus the implementation of the results generated by CC-WARE will be promoted.

The transnational partnership comprises scientific experts, authorities, public services and the private sector, thus ensuring practical relevance as well as applicability of the generated results. Actors from the sectors of land use, land use planning, water and natural resource management will make sure, that the strategic approaches will be linked with operational capabilities on the implementation level.

The transfer of best practices used by key actors at different administration levels like local and regional governments and national authorities will be promoted. Thus theme-relevant policies will be improved by horizontal cooperation among authorities and experts in different countries. The partner structure guarantees the coverage of the main climatic, hydrological, geological and socio-economic factors influencing the vulnerability of water resources.

The integration of local, regional and national authorities in the project structure ensures implementation of results on the appropriate levels and capitalisation of results also beyond project duration. Thus, the objective is to raise the attention for new developments and to inform employees on results which are of support to daily work.

Moreover, the general public is a core addressee of the project and will benefit broadly from its findings. All results produced by CC-WARE are open for the broad public as CC-WARE is supported by ERDF funds and the activities should have a positive impact on the whole society in SEES.

Precondition: efficient internal communication

The management structure has been developed within project preparation meetings. It will be enclosed in CC-WARE project handbook, which will serve as internal orientation document. The website will serve as key tool for the internal communication.

Working groups are established from the project beginning: the core working group, consisting of internal project leaders of each project partner, is transnational and will deliver results, which are basic to the whole project progress (methodology, exchange of experiences, information channels).

Thematic working groups will be set up to address specific issues. Each TWG covers specific thematic areas closely linked to the work packages. Each thematic work group will be coordinated by one project partner, responsible for the technical as well as organisational aspects including communication with the group members.

The core working group meets at defined plenary sessions with the thematic working groups. Thus, these workshops will offer an agreeable mix of group work, discussions and gathering of experience in the relevant areas. Building on their institutional capacities, the project partners are ready to contribute their expertise and know-how and thus these meetings will serve as knowledge multipliers.

Communication activities

Dissemination and exploitation of the activities and results of CC-WARE is the objective of WP2. The relevant communication activities will address the general public (folder, brochure, website), the expert community (conferences, scientific papers and posters) as well as political decision makers (policy relevant documents, press conferences). In order to reach out to the large community of key actors and stakeholders involved in the sustainable management of water resources and the mitigation of its vulnerability, external experts will be invited to plenary sessions and thematic workshops whenever possible. In addition, efforts will be made to ensure that all stakeholders will be informed comprehensively, in particular by using the project website as well as articles and press releases.

Transnational conferences

During the life span of the project, two conferences will be organized in particular for experts and stakeholders to strengthen the communication between those groups as well as the concerned public and to promote a broad dissemination of the generated results. The envisaged exchange of knowledge will contribute to an improved understanding between different groups of stakeholders.

In preparing and organizing those conferences CC-WARE will aim at a close cooperation with the relevant international organizations as well as Interreg and research projects active in this specific area.

The outcomes of the conferences organized by CC-WARE regarding the vulnerability of water resources in SEE, the development of management options for mitigating the vulnerability of drinking water resources as well as the elaboration of a transnational strategy for national and regional Action Plans will be documented adequately.

Internal and external communication – CC-WARE website

The website, set up for CC-WARE, is serving as a main source for project relevant information and as a key tool for ensuring an effective internal and external communication. In addition to a

comprehensive description of the project, the participating partners and their institutions, the main objective of the website will be to inform about the running activities as well as the results and outputs generated by the project. Events organised by the project, its partners as well as related national and international organisations will also be announced on the website. A specific area is reserved for internal communication including the exchange of working documents. The Lead Partner is responsible for setting-up and the maintenance of the website and will coordinate in close cooperation with the transnational project manager the contributions provided by the individual project partners. Efforts will be made to ensure that the website will be maintained at least two years beyond the completion of the project.

Permanent media work and Dissemination of Results

Besides the establishment of a website for the project and its permanent maintenance, a continuous media work will be a further pillar ensuring a wide dissemination of the generated results. To achieve this challenging objective, target group tailored information material as well as specific press material will be produced.

Particular attention will be paid to a comprehensive documentation and dissemination of the technical results. The political relevant aspects of those findings will be presented to decision and policy makers.

Since climate change will mainly affect future generations and the importance of ecosystem services will increase, the aim of CC-WARE is to sensitize the youth on this topic by developing a game which will be disseminated to water and forest schools, museums and to teaching personnel specialized in this field.

To assure a broad national dissemination, national events during the World Water Day will be organized by the participating partners.

The communication and PR activities of each partner have been planned jointly and follow a common approach. They will be carried out under continuous LP-guidance and with support by the communication manager. For each partner's activities, a plan concretising the tasks, costs and allocation to period and budget line is available. Sense and necessity of all events and products will be monitored.

Stakeholders

The key target group in CC-WARE are national, regional and local authorities responsible for the sustainable management of water and natural resources as well as regional development such as ministries, regional/local authorities and municipalities active in the fields of water, forestry, environment, nature and agriculture as well as national hydro-meteorological institutions.

Furthermore, stakeholders and policy makers will be invited to the planned transnational knowledge-transfer workshops explicitly open also to experts from SEE countries not involved in the project, in order to ensure their sustainable involvement.

The envisaged National Action Plan Strategy brochure available online and in a printed version will be disseminated to all key stakeholders all over the SEE region, thus the uptake of the project deliverables will be ensured.

Pre-Accession Countries

Although not all SEE countries are participating in the project, CC-WARE aims at transferring generated knowledge to the whole SEE area, especially pre-accession countries such as Albania, Bosnia-Herzegovina, FYROM, Moldavia, Montenegro and Ukraine in order to support those countries

in reducing the knowledge gap and assuring a smooth implementation of the relevant EU legislation. The knowledge will be provided through consultations, workshops and various publications. Two knowledge transfer workshops will be organised. National and regional institutions (e.g. federal ministries, regional authorities) from those SEE countries will be invited to participate in these workshops.

Young experts

The training and education activities of CC-WARE dedicated to young experts are aiming to provide a wide dissemination of the results generated within this project and to contribute to their long-term practical use. The seminar activities will focus on the assessment of the vulnerability of water resources under climate change and in particular the development of management options for mitigating that vulnerability. To offer the participants realistic scenarios, a part of the training will be carried out under field conditions.

Focus of PR activities

The strategy of transnational public relations activities consists of:

- 80% provision of information about CC-WARE contents, both implementation and results.
- 20% information about events, like press conferences or other events of CC-WARE, or events which are thematically related to / in cooperation with the project.

The activities relevant for PR on the overall project level are:

- setting up of a project website
- development of a stringent project corporate identity
- production of a brochure informing generally about the project
- organisation of press conferences in the frame of project workshops
- press releases about partner-specific events
- continuous contact to media representatives and press releases about interim results.

Continuous media work

Press Conferences

Two major events will be accompanied by press conferences providing insight on the vulnerability of the water resources under climate change as well as management options to mitigate this effect, detailed information on the project as well as the perspective of different stakeholders.

Press releases

To inform the broad public about important activities, major events and the results achieved by CC-WARE press releases will be issued and sent to editorial departments, journalists and various media of those countries participating in the project.

Communication via internet services

The various opportunities offered by the internet will be exploited for the public relations activities to ensure a broad dissemination of the results produced by the project. However, in this context the CC-WARE website will be the main pillar for an effective dissemination of the generated information.

Using the CC-WARE project website, project partners, experts, authorities and stakeholders will have access to up to-date information concerning the whole project area with all its characteristics. The CC-WARE project website will, with its internal area and document exchange area, assure an efficient internal knowledge management. It will, besides the presentation of the project to the public, also serve as document exchange and communication platform with a specific regard to national and EU policies. The public sectors of the CC-WARE project website will be regularly updated in order to ensure that all outputs are open for the public.

Documentation of transnational public relations work

In particular the transnational public relations efforts will be documented continuously.