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D 9.1 DISSEMINATION AND COMMUNICATION PLAN

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PU	Public	
PP	Restricted to other programme participants (including the Commission Services)	X
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential only for members of the consortium (including the Commission Services)	

Abstract

This report presents the goals and methods of DISSEMINATION AND COMMUNICATION PLAN for NatureNet-Redime project. The dissemination plan, as an important part of this project, disseminates developed tools supporting sustainable development and educational learning units (objects) to a wide audience.

The dissemination plan includes the identification of the target audience, the definition of the dissemination material and the tools including effective ways to collect feedback. The report shows which kinds of dissemination material will be created and how the means (tools) for dissemination will be established.

For the dissemination of project results media such as project web site, workshops, training events, brochures and newsletters, etc., will be used.

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Executive summary

NaturNet-Redime is a 30 month STREP to support awareness about the methods and tools for Sustainable Impact Assessment (SIA)

This document is the first release of the plan for channelling NaturNet-Redime achievements to key external audiences. It is expected that while this document will be delivered to the commission in month 6 of the project, the plan will subsequently be constantly updated to reflect new activities and actions. The plan explains the objectives of the dissemination workpackage (wp9) and defines the set of target audiences and regions, the methodology and detailed plans for channelling, the partner's responsibilities as well as the web marketing plans.

A consolidated schedule of channelling materials will be maintained by the leader of WP9.

The NaturNet-Redime dissemination plan will be reviewed at each project meeting. During project reviews the WP9 leader will present progress against the current plan, and an updated plan will be produced, which takes account of newly identified opportunities or changes in previous opportunities.

The dissemination plan describes mechanisms for the delivery of information to the target groups.

The 4 key dissemination target groups for NaturNet-Redime are:

- Local, national and European policy makers;
- Local, national and European authorities;
- Education and European citizens;
- Fellow EU SIA projects and other European networks and clusters.

The target outputs for the NaturNet-Redime dissemination are as follows:

- The www.naturnet.org website (*and if necessary localised version for partners – at partner's discretion*);
- Database of regional users;
- A European contact details (CIRCA) database;
- Database of NaturNet-Redime newsletters subscribers;
- NaturNet-Redime learning portal;
- Cookbooks;
- Scientific papers;
- 12 NaturNet-Redime newsletters;
- Distribution of 5000 NaturNet-Redime brochures to key target groups;
- 6 workshops;
- A project position paper (evolving document revised throughout the project);
- Cooperation and participation in at least 4 key cross projects dissemination events;
- 3 or more policy papers;
- Tools supporting decision-making of local authorities about their strategy;

1 Introduction

1.1 *Objectives of the NATURNET-REDIME project*

NaturNet-Redime will develop educational programmes towards implementing the European Union's Strategy for Sustainable Development (SSD). The prototype technology produced will demonstrate the utility of our approach for developing educational programmes that will increase understanding of sustainable development and the tools used to make decisions that affect sustainable development. Example content will stress awareness of environmental, economic, and social factors. As recognized by the SSD, this increased understanding will allow more informed and equitable decisions to be made by increasing public involvement in the decision-making process.

NaturNet-Redime is the result of the merger of two proposals that each sought to use web and computer technologies to disseminate knowledge about sustainability.

The **NaturNet** aspects of the project focus on building an interoperable Internet architecture, where users can access and visualise much of the data on sustainable development that currently exists in scattered, non-integrated form throughout the world. Mobile Internet technologies will allow users to access location-specific information in the terrain, wherever they are.

Redime aspects of the project focus on learning through modelling and simulation. People learn about system behaviour best when they can construct mental models of how the system works. We will use this approach to develop tools for the public to learn about sustainable development. This will be made possible by enhancing Qualitative Reasoning (QR) modelling tools to make them easy and interesting to use. A team of sustainability experts will organise and explicate cause-effect processes into the new QR workbench, allowing this knowledge to be transferred and re-used. Thus, users will assemble these pieces of knowledge like building blocks to create and run simulations. In contrast to passive learning by traditional lecture or reading formats, a deeper understanding of cause and effect will be facilitated.

All learning materials of the project will be available via the **NaturNet-Redime** web portal, where users will find appropriate learning objects to lead them through the learning process. Interaction with end users throughout the project will provide feedback to the project partners to ensure that the tools are optimised.

1.2 *Scope of the dissemination plan*

The dissemination plan is one of the outputs from Work Package 9, "Dissemination and exploitation", which is a horizontal activity lasting for the duration of the project. One of the main values of the NATURNET-REDIME project lies in encouraging regional communities, users and stakeholders to support sustainable development by improving knowledge about all aspects of sustainability and provide education mainly about social, economic, and environmental tools for the implementation of the EU Strategy on Sustainable Development at both EU and international levels. This Work Package has six objectives:

- To successfully provide publicity for the experience and results of NATURNET-REDIME to the widest audience possible:
 - Local and regional authorities
 - Citizens

- Education
- The RTD community
- Decision-makers
- Politicians
- Other relevant stakeholders
- To open up channels for dissemination and exchanging technical information and results;
- To create inter-regional level networks for dissemination of information;
- To produce publicity materials and to generate awareness of the NATURNET-REDIME work;
- To participate in programme level activities and in relevant seminars and conferences;
- To participate in EU concerted activities so that transferability and European added value are ensured.

These activities will take place within EC member states and Brasilia.

Based upon the project objectives, the dissemination schedule has two main lines of action:

- Making the key materials and educational tools available in the public domain;
- Stimulating interest in NATURNET-REDIME among the key interest groups.

The following media will be used in order to achieve these lines of action:

- A web site: this will be an important resource for dissemination;
- Reports: public deliverables will be produced as hard copies and be posted on the web site;
- Brochures and NaturNet-Redime newsletters;
- Workshops;
- Attendance at conferences;
- Scientific Papers.

Dissemination activities are organised through the following tasks:

- Development of the detailed dissemination plan (this document);
- Development of the website (Chapter 2);
- Development of brochures and newsletters (Chapter 3);
- Site related dissemination and awareness (Chapter 3);
- NATURNET-REDIME Networking (Chapter 4);
- Dissemination of overall results (Chapter 3):
 - Local and regional authorities and end users (individuals and groups) with special mobility needs;
 - EU Regions associations;
 - Education;
 - NGO;
 - SMEs.
- Concerting activities (Chapter 5).

1.3 Outline of the dissemination plan

The specific action of disseminating the project's objectives and the results (i.e. the NATURNET-REDIME Deliverables) is one of the key features of the overall work programme. The programme for completing this action is defined by addressing the first task within this Work Package, Task 9.1 (Development of the detailed

dissemination and communication plan). This is fulfilled by the completion of this document, apart from the Annexes, which will document the dissemination activities and therefore expand during the course of the project.

As a key tool in the dissemination activities a separate Chapter (2) describes the planned development of the NATURNET-REDIME website in detail.

Chapter 3 begins by identifying appropriate dissemination activities for NATURNET-REDIME (Section 3.1) and the responsibility for carrying out these activities within the consortium (Section 3.2). In order to address brochures and newsletters, or sites related to dissemination and awareness or also dissemination of overall results, it is necessary to build up a profile of who is expected to be interested in the NATURNET-REDIME project (Section 3.3). In the next Section (3.4) the range of possible information that is required by the audience as a whole are matched to the specific information requirements for individual members of the target audience. Also, the time scales are identified over which the activities are expected to occur (Section 3.5).

The importance of networking as a means of disseminating to specific groups, particularly those actively involved with the NATURNET-REDIME project, is discussed in Chapter 4 in order to address NATURNET-REDIME Networking. In particular this will involve networking between the demonstration regions and within the project's Interest Group, so that mutual understanding is achieved allowing the identification and exploitation of commonalities. This task will include two public workshops.

Lastly, concerting activities (Chapter 5) will relate to events organised by the relevant European Commission services, e.g. cluster meetings.

A range of other dissemination issues are discussed in Chapter 6, including the presentation of NATURNET-REDIME as part of dissemination (Section 6.1), the language policy for all aspects of communication (Section 6.2) and the geographical coverage of the dissemination activities (Section 6.3).

An Implementation Plan for dissemination is given in Chapter 7. The progress of this plan is monitored in annex of this document, which is supposed to evolve as the project progresses.

1.4 *Dissemination within the Context of the consortium agreement*

This section refers to the agreed procedures for dissemination of the NATURNET-REDIME project as identified in the consortium agreement. The consortium agreement is protecting pre-existing knowledge and information which could be sensitive for commercial partners. This principle is included in the dissemination plan strategy. The goal is to cooperate to allow the timely submission, examination, publication and defence of any dissertation or thesis for a degree, which includes their Knowledge and Pre-Existing Know-How.

2 The *NATURNET-REDIME* website

The establishment of the NATURNET-REDIME website [<http://www.NATURNET.org>] is required in order to fulfil dissemination purposes but also Task 3.1. A website leads to a number of advantages for the project:

- As a dissemination tool, the website has potentially a high **public profile**;
- It can reach **target audiences** which are not targeted using other project resources;
- **Unintended targets** may also visit the site;
- The material can be **updated** to reflect progress and emerging material;
- The site can **remain** and be maintained long after the project itself has finished;
- It can be a tool for presentation of NATURNET – REDIME results;
- It can be a tool for training;
- The site can act as a **repository** for materials, on either an open or restricted basis;
- The site can be used as a method of **communication** between consortium partners, e.g. notification of consortium meetings.

Therefore the website can potentially reach a large part of the target audience.

Website development

In order to allow people accessing the internet with low bandwidth connection, the website will not require lengthy downloading times for the user to get the information he wants.

Moreover, considering the difficulties some users may have to access the website, (no internet access, no internet use, difficulties to reach the information) it is intended to perform pro-active methods of dissemination to support and enhance NATURNET-REDIME

Table 1 describes the planned structure of the website. There are three phases to the website at each of which different features are added:

- Firstly, in the short-term it has established a presence to announce the project goals and content information.
- In the medium-term it will provide information including early findings.
- In the long-term it will offer guidance on standards, methodology, and training tools.

Table 1 Structure of the website

Phase	Section	Features
Short term	Home page	Links to internal NATURNET-REDIME project details
		Project Details <ul style="list-style-type: none"> ▪ Themes ▪ Demonstration site descriptions
		About NATURNET-REDIME <ul style="list-style-type: none"> ▪ Partners ▪ Contacts
		Links to <ul style="list-style-type: none"> ▪ Links to other activities ▪ EC
		NATURNET-REDIME news
	Internal document repository	Internal management part (ftp)
Medium term	About NATURNET-REDIME	Update partners and contacts
	Training tools	
	Project Details	Update demonstration site descriptions
		Demonstration site progress
	Press Room	Conferences
		Events
		Update announcements
	Documents	Progress reports
		Surveys
		Deliverables
		Brochures
	Other links	Update FAQs
		Update external links to related projects
Update search		
Update EC		
Long term	About NATURNET-REDIME	Update partners and contacts
	Training tools	
	Project Details	Update demonstration site descriptions
		Update demonstration site progress
	Press Room	Update conferences
		Update events
		Update announcements
	Documents	Update progress reports
		Update surveys
		Update deliverables
		Update brochures
	Other links	Update FAQs

Figure 1 The NATURNET-REDIME www design



3 Dissemination of the *NATURNET-REDIME* Project

3.1 *The range of dissemination activities*

Based upon experience in related projects, a range of dissemination activities have been identified as being applicable for the NATURNET-REDIME project.

Two types of dissemination activities are available:

- Direct:
 - Brochures
 - Leaflets
 - Advertisement campaigns
 - Organise/attend conferences/seminars
 - Organise workshops
 - Personal contacts
 - E-mail
 - Telephone
 - Mail
- Indirect
 - Press releases (general newspapers and trade press)
 - Website
 - Publications: NATURNET-REDIME project reports and deliverables
 - Publications: journals
 - CORDIS and other EU dissemination media.

3.2 *Consortium responsibility for dissemination activities*

The working responsibility for the production of brochures, leaflets, advertisement campaigns, press releases, EU dissemination media and the website lies with specified members of the consortium, together with input from other consortium members. All consortium members carry out dissemination at conferences and seminars, in journal publications and by participating in the NATURNET-REDIME workshops. Reference to personal contacts, E-mail, telephone and mail activity is an on-going process by all consortium members.

3.3 *Identification of the Target Audience*

In order to disseminate materials relating to the NATURNET-REDIME project effectively, the target audience must be categorised and the dissemination priorities of these categories are then defined. The NATURNET-REDIME target audience is divided into two main categories:

- **Internal**, i.e. those members of the target audience directly involved in benefiting from the NATURNET-REDIME project:
 - The dissemination is firstly targeted and customised to fit the specific characteristics of the various categories of **regional and local governments, stakeholders**;
 - Secondly, dissemination addresses the obligations of **trainers, teachers and students**;
 - Thirdly, **end users** with special mobility needs, e.g. groups of citizens and individuals;

- Lastly, the project disseminates to and receives feedback from **EU Regions associations**.
- **External**, i.e. those members of the target audience not directly involved in the NATURNET-REDIME project but who have an interest in it:
 - Other local and regional authorities;
 - National authorities;
 - European Commission;
 - UNESCO;
 - Research organisations;
 - Other EU projects;
 - Politicians;
 - Media.

3.4 Dissemination Priorities of the Target Audience

The NATURNET-REDIME project needs to consider the information required by the different sectors of the target audience. The information needs to be specific to each sector in order to ensure that unnecessary information does not disengage the target audience from the NATURNET-REDIME project.

Two main criteria are identified for the selection of appropriate dissemination methods:

- Does it reach at least one sector of the target audience?
- Does it complement or conflict with other activities within and beyond the NATURNET-REDIME project?

Based upon these criteria Table 2 describes the range of possible information required by the entire audience and allocates these requirements to specific members of the target audience. Each audience is categorised according to whether it is Internal or External to the project. Each audience is categorised according to the NACE (Nomenclature statistique des Activités économiques dans la Communauté Européenne - the Statistical Nomenclature of Economic Activities in the European Community)

Table 2 Information Priorities by Type of NATURNET-REDIME Audience

Target Audience by NACE Group		Objectives of the Project	Type of Information					Dissemination Materials					
			Evaluation of existing projects	Data model and Service standards	NaturNet-Redime portal	Qualitative Reasoning Software	Content based knowledge learning	Qualitative Reasoning content	Training	Deliverables	Website	Brochures/Leaflets	Workshops
INTERNAL													
A	Agriculture, Hunting and Forestry		X		X	X	X	X	X	X	X	X	X
B	Fishing		X		X	X	X	X	X	X	X	X	X
C	Mining and quarrying		X		X	X	X	X	X	X	X	X	X
D	Manufacturing		X						X				
E	Electricity, gas and water supply		X						X				
F	Construction		X						X				
G	Wholesale and retail trade; repair of motor vehicles, motorcycles and personal and household goods												
H	Hotels and Restaurants		X		X	X	X	X	X	X	X	X	X
I	Transport, storage and communication		X		X	X	X	X	X	X	X	X	X
J	Financial intermediation												
K	Real estate, renting and business services		X						X				
Local and Regional Authorities													
L	<i>Public administration and defence; compulsory social security:</i>												
	Economic policy and planning	X	X	X	X	X	X	X	X	X	X	X	X
	Transport	X	X	X	X	X	X	X	X	X	X	X	X
	Other	X	X	X	X	X	X	X	X	X	X	X	X
M	Education	X	X	X	X	X	X	X	X	X	X	X	X
N	Health and Social Work		X						X				X
End Users													
O	<i>Other community, social and personal service activities:</i>												
	Disabled and elderly		X						X				X
	Health		X						X				X
	Leisure		X						X				X
	Employment		X						X				X
P	Private households with employed persons												
European Commission													
Q	<i>Extra-territorial organisations and bodies:</i> EU Regions Associations	X											
EXTERNAL													
A	Agriculture, Hunting and Forestry		X		X	X	X	X	X	X	X	X	X
B	Fishing		X		X	X	X	X	X	X	X	X	X
C	Mining and quarrying		X		X	X	X	X	X	X	X	X	X
D	Manufacturing		X						X				
E	Electricity, gas and water supply		X						X				
F	Construction		X						X				
G	Wholesale and retail trade; repair of motor vehicles, motorcycles and personal and household goods												

Target Audience by NACE Group	Objectives of the Project	Type of Information						Dissemination Materials					
		Evaluation of existing projects	Data model and Service standards	NaturNet-Redime portal	Qualitative Reasoning Software	Content based knowledge learning	Qualitative Reasoning content	Training	Deliverables	Website	Brochures/Leaflets	Workshops	
H	Hotels and Restaurants	X		X	X	X	X	X	X	X	X	X	X
I	Transport, storage and communication	X		X	X	X	X	X	X	X	X	X	X
J	Financial intermediation												
K	Real estate, renting and business services: <i>general</i>												
	<i>Research Organisations</i>												
	Transport research	X	X	X	X	X	X	X	X	X	X	X	X
	Economic policy research					X	X	X	X	X	X	X	X
	Health research					X	X	X	X	X	X	X	X
Local and Regional Authorities													
L	<i>Public administration and defence; compulsory social security:</i>												
	Economic policy and planning	X	X	X	X	X	X	X	X	X	X	X	X
	Transport	X	X	X	X	X	X	X	X	X	X	X	X
	Other	X	X	X	X	X	X	X	X	X	X	X	X
M	Education												
N	Health and Social Work	X	X	X	X	X	X	X	X	X	X	X	X
National Authorities													
L	<i>y</i>												
	Economic policy and planning	X	X	X	X	X	X	X	X	X	X	X	X
	Transport	X	X	X	X	X	X	X	X	X	X	X	X
	Other	X	X	X	X	X	X	X	X	X	X	X	X
M	Education	X	X	X	X	X	X	X	X	X	X	X	X
N	Health and Social Work					X	X	X	X	X	X	X	X
O	<i>Other community, social and personal service activities:</i>												
	<i>Independent groups:</i>												
	Disabled and elderly					X	X	X	X	X	X	X	X
	Health					X	X	X	X	X	X	X	X
	Leisure					X	X	X	X	X	X	X	X
	Employment					X	X	X	X	X	X	X	X
	<i>Political representatives:</i>												
	Regional/local					X	X	X	X	X	X	X	X
	National					X	X	X	X	X	X	X	X
	EU					X	X	X	X	X	X	X	X
	<i>Media:</i>												
	Trade press for SMEs	X	X	X	X	X	X	X	X	X	X	X	X
	Trade press for transport operators	X	X	X	X	X	X	X	X	X	X	X	X
	Trade press for transport policy and planning	X	X	X	X	X	X	X	X	X	X	X	X
	Trade press for economic policy and planning	X	X	X	X	X	X	X	X	X	X	X	X
	Trade press for health policy and planning												
	General press	X	X	X	X	X	X	X	X	X	X	X	X
	Other media												
	<i>Transport Associations:</i>												
National: public transport related	X	X	X	X	X	X	X	X	X	X	X	X	
National: private transport related	X	X	X	X	X	X	X	X	X	X	X	X	
EU: public transport related	X	X	X	X	X	X	X	X	X	X	X	X	
UITP													
End Users													

Target Audience by NACE Group	Objectives of the Project	Type of Information							Dissemination Materials				
		Evaluation of existing projects	Data model and Service standards	NaturNet-Redime portal	Qualitative Reasoning Software	Content based knowledge learning	Qualitative Reasoning content	Training	Deliverables	Website	Brochures/Leaflets	Workshops	
P Private households with employed persons	X	X	X	X	X	X	X	X		X	X		
European Commission													
Q	Extra-territorial organisations and bodies:												
	EU Regions Associations	X	X	X	X	X	X	X	X	X	X	X	X
	DGINFOSOC Scientific Officers	X	X	X	X	X	X	X	X	X	X	X	X
	DGINFOSOC decision takers	X	X	X	X	X	X	X	X	X	X	X	X
	Scientific Officers in other transport areas	X	X	X	X	X	X	X	X	X	X	X	X
	Decision makers in other transport areas	X	X	X	X	X	X	X	X	X	X	X	X
	Sci/fic Officers in non-transport areas												
Decision makers in non-transport areas													

3.5 Scale of dissemination activities

There are three scales of dissemination which complement the development of the website (Chapter 2):

- Short term: this establishes a presence for the project.
- Medium term: this provides information about the progress of the project.
- Long term: this describes the output of the project and offers guidance for future related research.

Table 3 describes the appropriate activities undertaken at each scale of dissemination. A **brochure** will be produced every 6 months during the project, giving a total of 5 brochures which will be available as hard copy and placed on the NATURNET-REDIME website. Each demonstration site will also produce a **leaflet** for the local market. **Promotional campaigns** will be undertaken prior to the commencement of demonstrations in order to encourage participation from the local communities. Participation in **conferences** will start as a passive presence, including events not directly related to NATURNET-REDIME but where attendees may have an interest. In the medium term this will be supplemented with a more proactive involvement by presenting NATURNET-REDIME. In the medium and long-term two **workshops** will be organised by the NATURNET-REDIME project. Medium and long-term **press releases** will relate to the NATURNET-REDIME workshops. **E-mail/telephone/mail** activity is present throughout the project and provides a restricted level of dissemination until the long-term when used to promote workshops. The **website** will be present for most of the project lifetime, beginning as an announcement of the project and developing as Deliverables and other project outcomes become available. The website may also be used internally in the consortium to organise consortium meetings and Workshops. The majority of **deliverables** will become available in the medium to long-term, as defined in the Description of Work. Publications in **journals** are regarded as a long-term objective when an overview of the project's progress can be made. The **EC CORDIS website** will be used in the later stages to give an overview of progress made and outcomes from the project

Table 3 Dissemination activities at different scales

Activity	Short term	Medium term	Long term
Brochures	X	X	
Site demonstration leaflets	X	X	
Promotional campaigns	X	X	X
Conferences (attendance)	X	X	X
Conferences (presentation)		X	X
Workshops	X	X	X
Personal contacts	X	X	X
E-mail/telephone/mail	X	X	X
Press releases	X	X	
Website	X	X	X
NATURNET-REDIME Deliverables		X	X
Academic journals	X	X	X
CORDIS			X

3.6 NaturNet-Redime newsletters

NaturNet-Redime newsletters will be published from Month 6 of the project every 2 Month. The NaturNet-Redime newsletter will publish news about project results, but it will be also open for all Sustainable development community and will give chance for broader dissemination of all problems of SIA. In this case it will also support one from general objectives of the NaturNet-Redime project: awareness about sustainable development.

The NaturNet-Redime newsletters will be sent by email, all potential subscribers will have chance to be directly registered on NaturNet-Redime web pages, but for distribution existing channels such as EFITA email list, Foresight email list and others, will also be used. NaturNet-Redime newsletters will also be available on the NaturNet-Redime web pages. In final stage it is expected, that every issue will be distributed in a minimum of 2000 copies.

Figure 2 The NATURNET-REDIME newsletter



NEWSLETTER

No 1 November 2005



NATURNET-REDIME project

At a time when the policy for sustainable development in Europe is under considerable stress from the increasing focus on economic development, the Commission's mid-term review of the EU sustainable development agenda (Gothenburg Strategy) claimed that the strategy for sustainable development (SD) has so far failed to deliver...

EU strategies for sustainable development

Pierre Valette, Daniel Deybe – European Committee

The Environment Directorate of DG RTD included in the work programme of FP 6, a specific topic on "Strategies for sustainable land management, including coastal zones, agricultural land and forests", whose global purpose is to develop tools and methods in the field of land use that allow...

Qualitative Reasoning

Bert Brubaker – University of Amsterdam

Qualitative Reasoning technology has proven to be cost effective, reliable and efficient, as a means to analyse the behaviour of systems without numerical information. The technology has been applied successfully to problems in the automotive industry, aeronautics and spacecraft, thermodynamics, and ecology...

Report on the elaborated service standards and recommendations for the NATURNET-REDIME system

Harald Stelzl – Joanneum Research

The current work in Task 2.1 is the production of a detailed description about different technical standards including recommendations for the further work in the NNR-project. The task is led by JOANNEUM RESEARCH and has started in project

Tools For The NATURNET-REDIME Map Server Portal

Karel Charvat – Czech Centrum for Science and Society

For the testing of access to distribute the Naturnet Redime Mapserver is designed by NATURNET REDIME project team and implemented. There is an Open Source technology Mapserver of University of Minnesota...

Elearning and digital libraries in the NATURNET-REDIME project

Markus Jochum, Octavian Iercan, Christian Schill, University of Freiburg, Germany

The aim of the Naturnet Redime project is to provide educational tools that help to understand the need for sustainable development. The way of presenting the content to a broad public sitting in front of a computer is different compared to traditional learning methods...

NATURNET-REDIME Qualitative Reasoning Curriculum to enhance uptake of Millennium Development Goals and Millennium Ecosystem Assessment

Tim Nettle, Friedrich-Schiller-Universität Jena, Germany, Paulo Salles, University of Brasilia, Brazil

Sustainable development (SD) is "a real increase in well-being and standard of life for the average person that can be maintained over the long-term without degrading the environment or compromising the ability of future generations to meet their own needs." Naturnet-Redime's primary goal is to develop educational programmes to increase the understanding of SD in Europe, with the goal of facilitating implementation of the EC's Strategy for Sustainable Development...

NATURNET-REDIME project



At a time when the policy for sustainable development in Europe is under considerable stress from the increasing focus on economic development, the Commission's mid-term review of the EU sustainable development agenda (Gothenburg Strategy) claimed that the strategy for sustainable development (SD) has so far failed to deliver.

However, through its influence on the environmental, social – and economic – agendas, sustainable development has helped bring about in Europe an increased efficiency of resources, an increased level of innovation, and an increased awareness of the kinds of development.

The policy for sustainable development does require further support from decision makers, scientists and the ordinary citizen. It is for this reason that DG RTD has chosen to strengthen the infrastructure for the promotion and dissemination of the sustainable development agenda across Europe by commissioning the NATURNET-REDIME (NNR) project to provide forward-looking, interactive web portal services for sustainable development that integrate existing knowledge & educational practices & content of SD with the most advanced information and communication technologies.

The NATURNET-REDIME project (NNR) is the result of the merge of two projects that each sought to use web and computer technologies to disseminate knowledge about sustainability.

The aspects of the NATURNET component of the project focus on building an interoperable Internet architecture, where users can access and visualise much of the data on sustainable development that currently exists in scattered, non-integrated form throughout the world. Mobile Internet technologies will allow users to access location-specific information in the terrain, wherever they are.

The REDIME component of the project focuses on learning through modelling. People learn about system behaviour best when they can construct models of how the system works. This approach aims to develop tools for the public to learn about sustainable development and will be made possible by enhancing Qualitative Reasoning (QR) modelling tools to make them easy and interesting to use. Users will assemble these pieces of knowledge like building blocks to create and run simulations. In contrast to passive learning by traditional lecture or reading formats, a deeper understanding of cause and effect will be facilitated.



All learning materials of the project will be available via the NATURNET web portal, where users will find appropriate tutorials to lead them through the learning process. Interaction with end users throughout the project will provide feedback to the project partners to ensure that the tools are optimized.

4 NATURNET-REDIME networking activities

The objective of networking is to co-ordinate, organise and manage all activities which interact with, or concern, external groups to the project. The specific objective of NATURNET-REDIME networking is to foster a networking activity among the five regions in the project and the project's interest group, so that mutual understanding and knowledge is achieved, allowing the identification and exploitation of commonalities. This task includes 3 workshops, the first in month 12, the second in month 24 and the third towards the end of the project.

Networking is a very important element in this project because:

- It brings expertise into the project.
- It disseminates the results of the project.
- It develops communication throughout the EC, particularly between the NATURNET-REDIME demonstration regions.

Networking activities will aim to identify good practice and transfer the outcomes resulting from a successful initiative to other partners and stakeholders in other countries.

5 Concerting Activities

The members of NaturNet-Redime will participate on synergy meetings organised by DG RTD and will contribute mainly to the next issues:

- Data and services standardisation
- Land Use
- Training and learning
- Building of special data infrastructure for SIA

NaturNet-Redime will support all concerning activity by publishing of newsletters (see 3.6)

6 Other Dissemination Issues

6.1 Promoting the NATURNET-REDIME Product

The NATURNET-REDIME logo for use in all dissemination material is shown in Figure .

Figure 3 The NATURNET-REDIME logo



A Microsoft PowerPoint Template is recommended to be used during conferences/workshops where members of the consortium are presenting material relating to NATURNET-REDIME. The consortium member can add its own logo to the template.

Figure 4 Microsoft PowerPoint template



6.2 Language Policy

6.2.1 Within the consortium

The language used by the members of the NATURNET-REDIME consortium is English since all members have a good working knowledge of this language.

The use of English will occur in:

- All consortium meetings and minutes;
- Written communication affecting all members of the consortium:
 - E-mail, postal and facsimile discussion of documents;
 - Progress reports;
 - Deliverables;
 - Internal reports.

6.2.2 With the Commission

Communication with the Commission will take place using the English language, as is current practice for similar EU commissioned research projects.

The use of English takes place as follows:

- Consortium meetings at which representatives of the Commission are present;
- Written communication with the Commission;
 - Contract amendments;
 - Progress reports;
 - Deliverables;
 - Activities which are complementary to those of the Commission.

6.2.3 With non-NATURNET-REDIME consortium members

There will be extensive external contacts during the course of the project. There are four broad areas of contact:

- Dissemination material:
 - The NATURNET-REDIME website will be constructed in English as this is the language most frequently used/understood by users of this medium;
 - The NATURNET-REDIME brochures will be printed in English as this will be the language most frequently used/understood by the target recipients;
 - The leaflets produced for the local demonstrations will use the appropriate first language of the target recipients for each demonstration region;
 - Promotional campaigns within each demonstration region will use the appropriate first language of the target recipients;
- Communication by users with the NATURNET-REDIME within each demonstration region will use the appropriate first language of the area;
- Communication between the regions that form a network will generally use English;
- Academic material for conferences and publications will depend on the requirement of the selected forum.

6.3 Geographical Coverage of Dissemination Activities

The NaturNet-Redime project includes members from 12 European countries:

Austria	Latvia
Bulgaria	Netherlands
Czech Republic	Romania
France	Slovakia
Germany	Spain
Italy	United Kingdom

In addition, one partner from Brazil is also active in the project. Dissemination of project results is thus guaranteed to spread to these countries. Some forms of dissemination, such as the distribution of leaflets and newsletters, and the publication of articles, will reach other countries too.

7 Implementation Plan

The Implementation Plan (Table 4) covers key actions during the project. While specific consortium partners have lead roles, seven NATURNET-REDIME partners have resources allocated for the purpose of dissemination and will participate in these activities as required by the Description of Work. The Implementation Plan excludes the publication of reports and Deliverables, which are described in the Description of Work. The use of e-mail/telephone/mail is considered to be an on-going activity rather than related to specific events, except when used as a promotional device for the NATURNET-REDIME workshops.

The implementation plan will be kept up-to-date during the project. A database will be prepared, which will be filled by all partners continuously during period of the project. Initial tables and events are in the following table (Table 4)

Table 4 Implementation Plan for Dissemination and Networking Activities

WP	Milestone /Result	Activity	Lead Partner	Timing
WP1	D1.1	Dresden meeting	IGN, CCS, Vysocina	May 2005
WP1	D1.1	Discussion of project with partners on ISZL 2005 conference	CCSS	May 2005
WP4/ 6		ICTO-platform meeting about internationalisation and ICT in education at the UvA and HvA	UvA	May 2005
WP4/ 6		FET information event 'Simulating Emergent Properties in Complex Systems' in Brussels	UvA	June 2005
WP4/ 6		IBED workshop on Self-tuition: a challenge in MSc education, UvA, Netherlands Amsterdam	UvA	June 2005
WP1	D1.1	Discussion with students in Gybon secondary school	Vysocina, CCSS	June 2005
WP2	D2.1	GIS in government	CCSS, Vysocina	June 2005
WP1	D1.1	Synergy meeting in Brussels	CCSS, ENL, FELIS	June 2005
WP2	D2.1	Euroen SDI conference Alghero Sardenia	CCSS	June 2005
WP1	D1.1	Discussion with local stakeholders on Sicily	Francavilla, CCSS	July 2006
Wp1	D1.1	Meeting in Brussels	CCSS	September
WP6	D6.1	Zaragoza SER Conference - oral paper presentation on QR models for case studies	UoA, UoJ, UnB, CLGE, DDNI, UoH, BOKU	Sept 2005
WP9	D9.1	International Symposium of DDNI, Tulcea, Romania – NaturNet-Redime project objectives presentation	CCSS, UoJ, UoA, DDNI	Sept 2005

These are conferences at which NATURNET-REDIME is presented to the audience by means of a paper.

Table 5 Target conferences

Conference	Location	Date	Reason for Attendance	Consortium member
Qualitative Reasoning Workshop	Graz, Austria	May 05	Disseminate earliest results	UoJ, UnB, UvA
Ecological Society of America	Montreal, Canada	Aug 05	Major international ecology conference—disseminate to wide audience	UoJ
Qualitative Reasoning Workshop	TBA	Summer 06	Disseminate midterm results	Several WP6 partners and UvA
Qualitative Reasoning Workshop	TBA	Summer 07	Disseminate final results	Several WP6 partners and UvA
British Ecological Society	TBA	Sept 06	Major international ecology conference—disseminate to wide audience	WP6 partners
AIED and ITS	TBA	Spring (AIED and ITS alternate every other year)	Major international conference for Artificial Intelligence in Education	UvA, some WP6 partners
IJCAI, ECAI, and AAAI	TBA	At least one of these is organised in a certain year	Major international conferences on Artificial Intelligence,	UvA, WP6 partners
GIVS 2006	Brno, Czech Republic	June 2006	International conference on GI in public administration	Vysocina
Annual European GI workshop	TBA	TBA	TBA	Vysocina
Special annual workshop GIS-SP	Bitoy, Czech Republic	June 2006	International conference focusing on spatial planning	Vysocina
GIS Workshop	Vysocina, Czech Republic	December 2006	TBA	Vysocina

Table 6 Target publications

Title of Journal	Proposed Subject Area	Language	Consortium member
ENVIRONMENTAL PROTECTION AND ECOLOGY JOURNAL Official Journal of the Balkan Environmental Association (B.EN.A) www.gen.teithe.gr/~bena	Sustainable Development within deltas and wetlands	English, Romanian	Eugenia Cioaca - DDNI
LARGE RIVERS Journal of International Association for Danube Research (IAD) (http://www.iad.gs)	Sustainable Development within deltas and wetlands	English	Eugenia Cioaca - DDNI
Frontiers in Ecology and the Environment	Qual. Reasoning models of ecology and the environment	English	WP6 partners, UvA
Proceedings of the Qualitative Reasoning Workshop	Qualitative Reasoning software and technology; QR models and applications in sustainable development	English	WP6 partners, UvA
Proceedings of the XIVth DDNI International Symposium 2005, "Deltas and Wetlands"	The involvement of scientific research in implementing environmental European legislation.	English	WP6 partners, UvA
Major international conferences on Artificial Intelligence, such as IJCAI, ECAI, and AAAI.	Qualitative Reasoning software and technology; QR models and applications in sustainable development	English	UvA, WP6 partners
Major journals on Artificial Intelligence.	Qualitative Reasoning software and technology; QR models and applications in sustainable development	English	UvA, WP6 partners

8 Conclusion

Among NATURNET-REDIME project success factors, dissemination around the project belongs to the top list. This is the reason why the spectra of this dissemination and communication plan is wide and complementary means of communication are used to reach each target of interest.

While the master piece of the plan is the website, enabling to publish the results and relevant content around the project, the communication plan also stresses on the use of pro-active other means of communication, in order to success in making NATURNET-REDIME become one of the reference project toward sustainable development issues.