

Dissemination in DEMEAU

From dissemination strategy to
implementation

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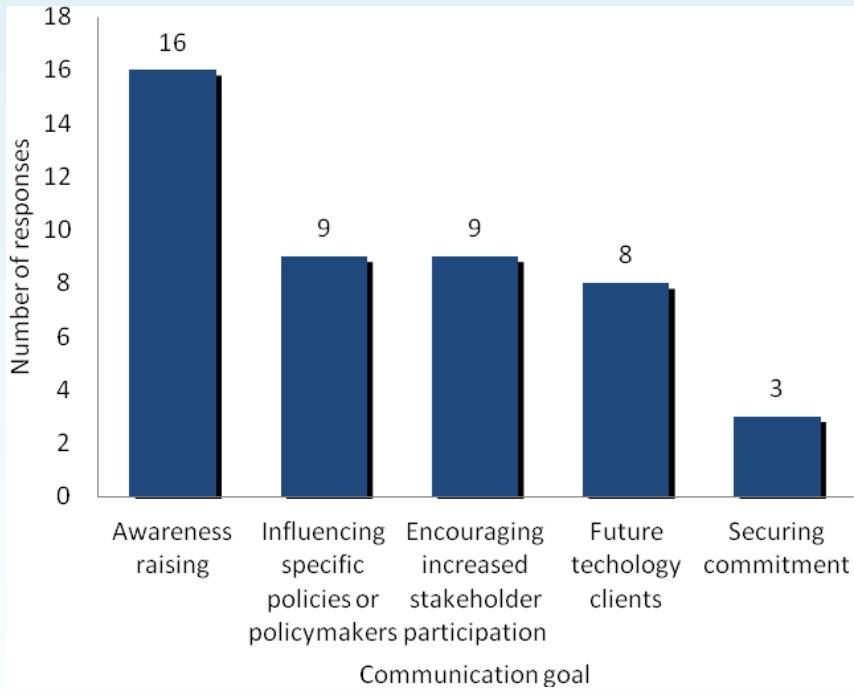
- Key Message and Storyline (WHAT)
- Target Audiences (WHO)
- Channels for Dissemination (HOW AND WHEN)
- Dissemination Material (WITH WHAT)
- Conclusions

Key Message and Storyline (WHAT)

Dissemination strategy:

- “one key communication message that weaves together all promotional material, presentations, articles, and all print and media messages”
- Storyline published and communicated
- BUT: Most results and thus dissemination messages are very specific
- General outputs that make use of the storyline:
 - Animation
 - News story articles
 - DEMEAU leaflet
 - Website
 - Joint article

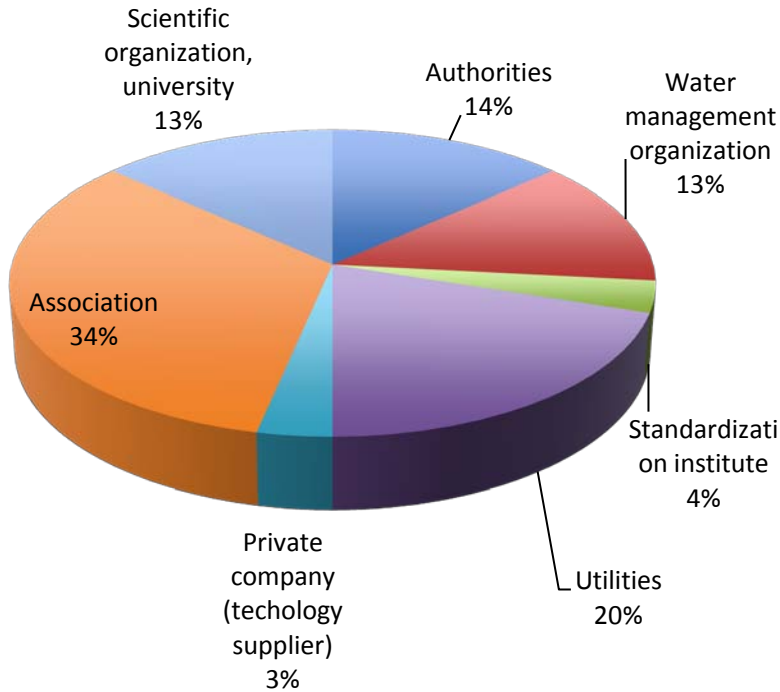
Key Message and Storyline (WHAT)



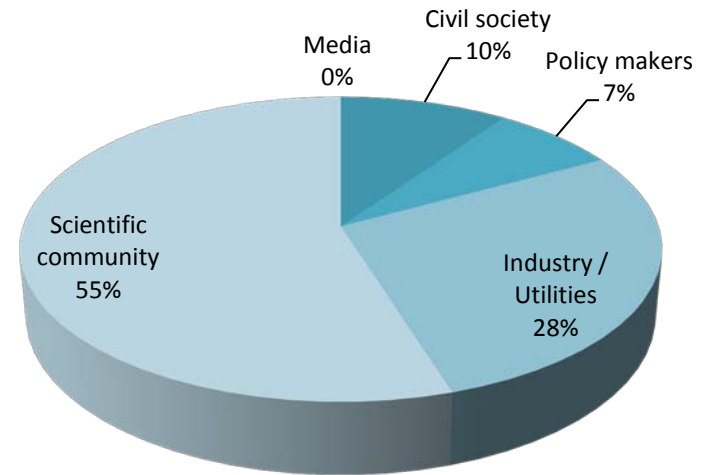
- Awareness raising
 - Animation
 - Leaflet & brochures
 - Website and social media
 - Utility events
- Influencing policy
 - Participation at policy events
- Stakeholder participation
 - Workshops at utility events
- Technology clients
 - Trade fairs
 - Utility events
- Securing commitment
 - Utility events

Target Audiences (WHO)

Survey at project begin

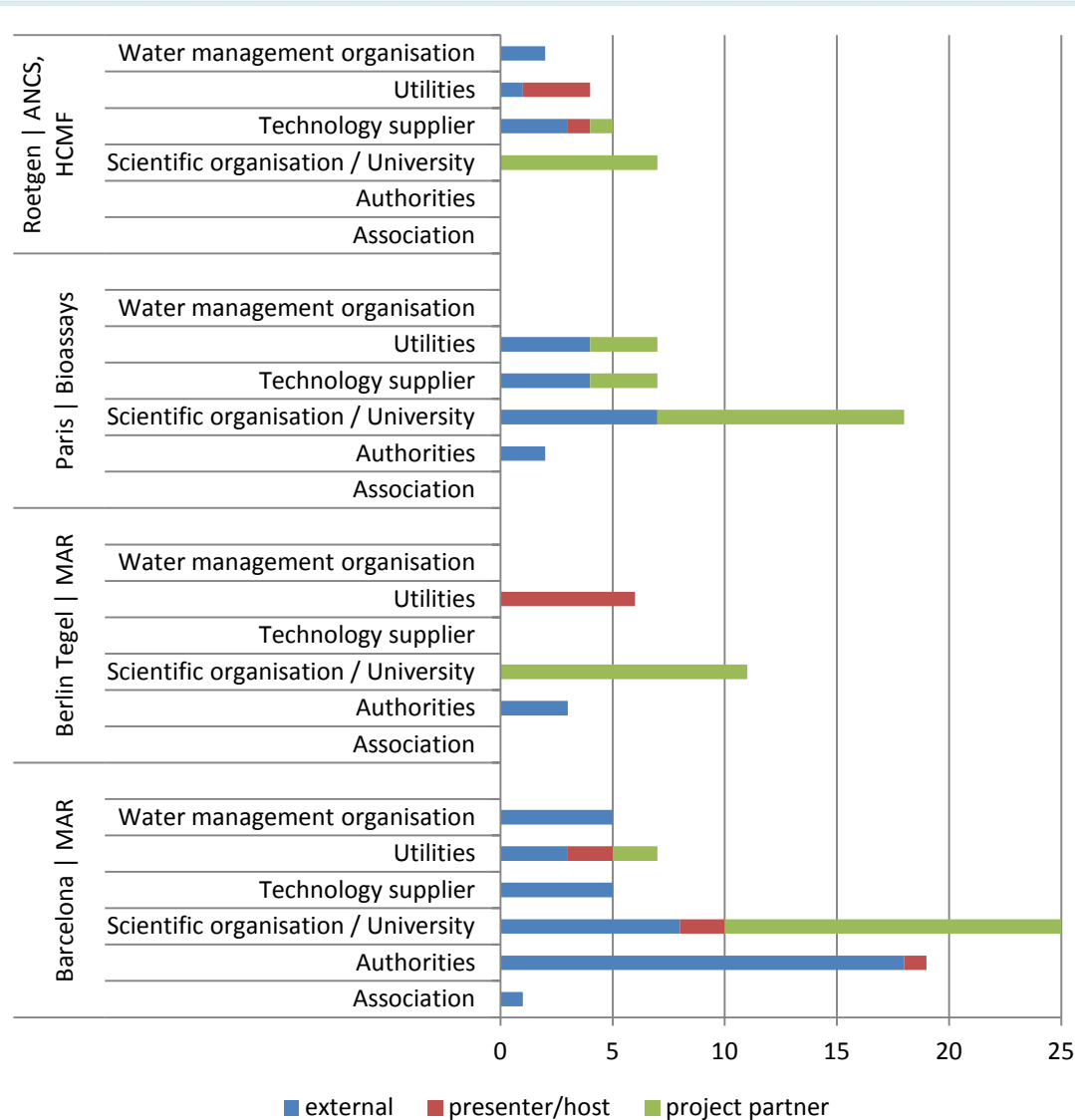


Target groups of dissemination activities (WA1, 5, 6)



Target Audiences (WHO)

- Audience depends on dissemination goal
 - e.g. MAR: authorities
- Potential users are difficult to reach
 - Utilities are often overloaded with events



Channels for Dissemination (HOW AND WHEN)

- Website
- Social media
- Professional Network
- P...
- E...

2.1k B

@DEMEAUF7
DEMEAU
EU

Followers	290
Following	612
Listed	8

Demonstration #FP7 Project to showcase #innovative #technologies to address emerging #pollutants in #water & #wastewater in the #EU

MartaH_Cetaqua
Jun 11, 10:05am via Twitter for Android

@CETAQUA presenta en #aquaconsoil resultados del proyecto @DEMEAUF7. Gran oportunidad de networking!!

EstertVilanova
Nov 05, 2014, 5:12pm via Twitter for iPhone

@DEMEAUF7 at EIPWater conference in barcelona

25,100 visitors in total

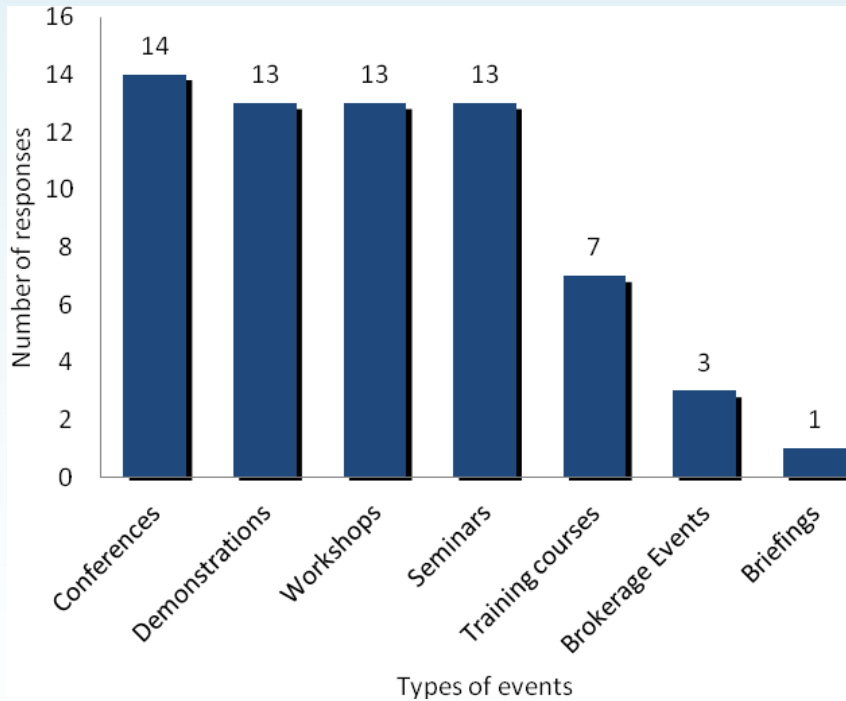


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- 128
- 393

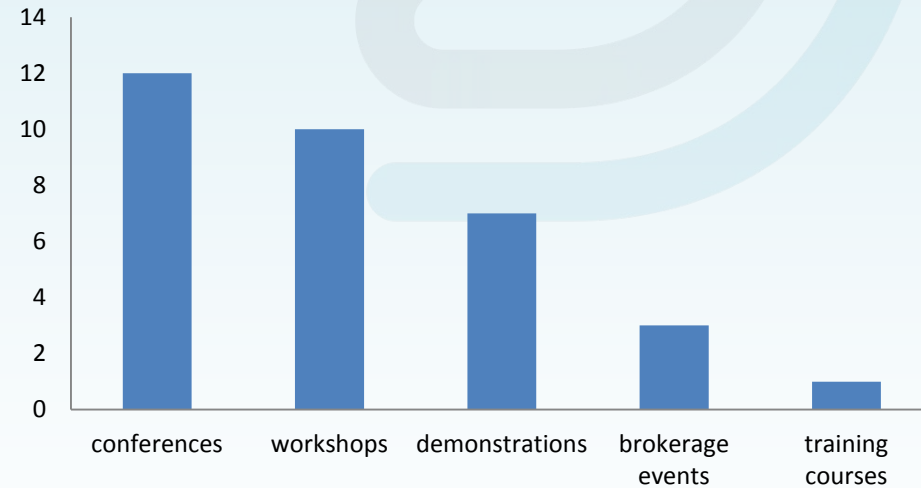
Entwicklung ü



Channels for Dissemination (HOW AND WHEN)



Dissemination events (WA1, 5, 6)

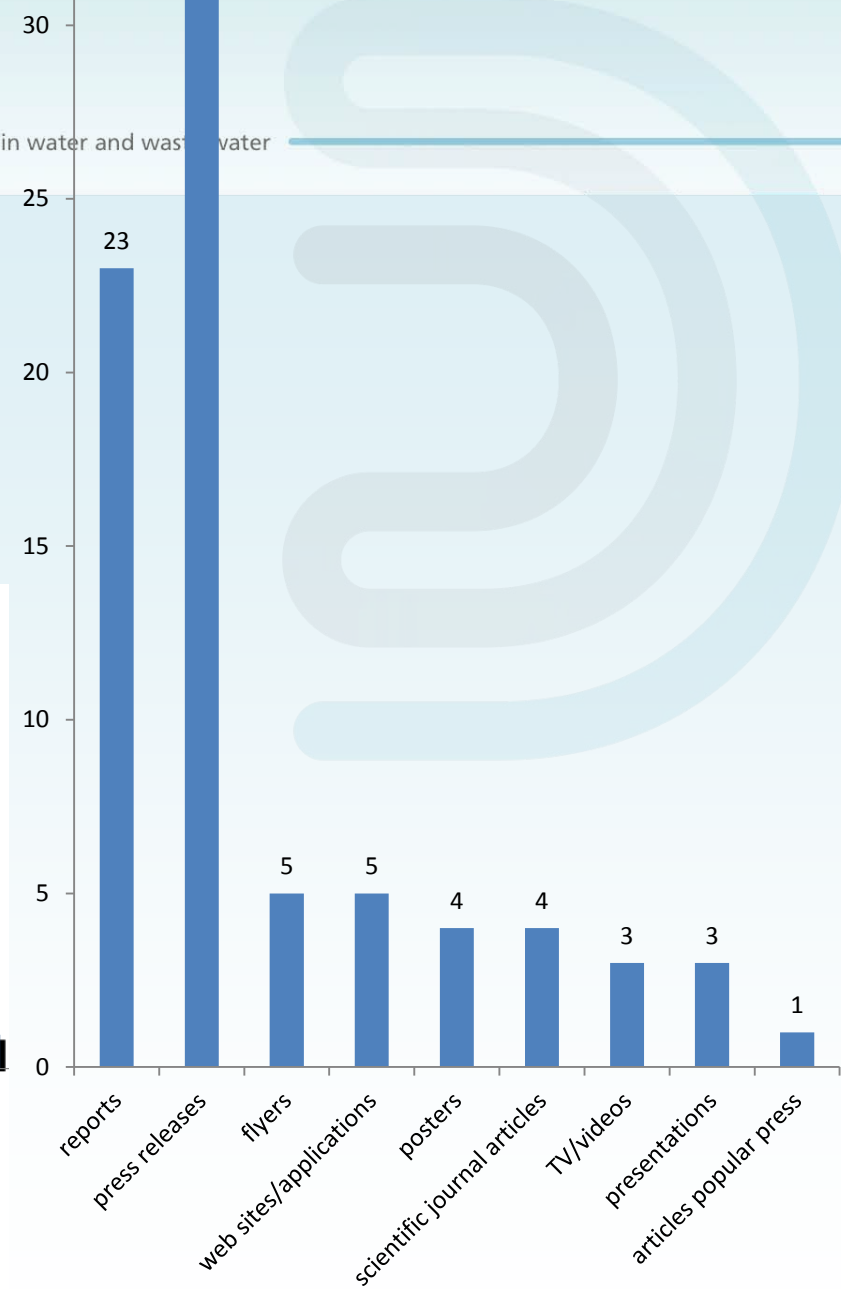
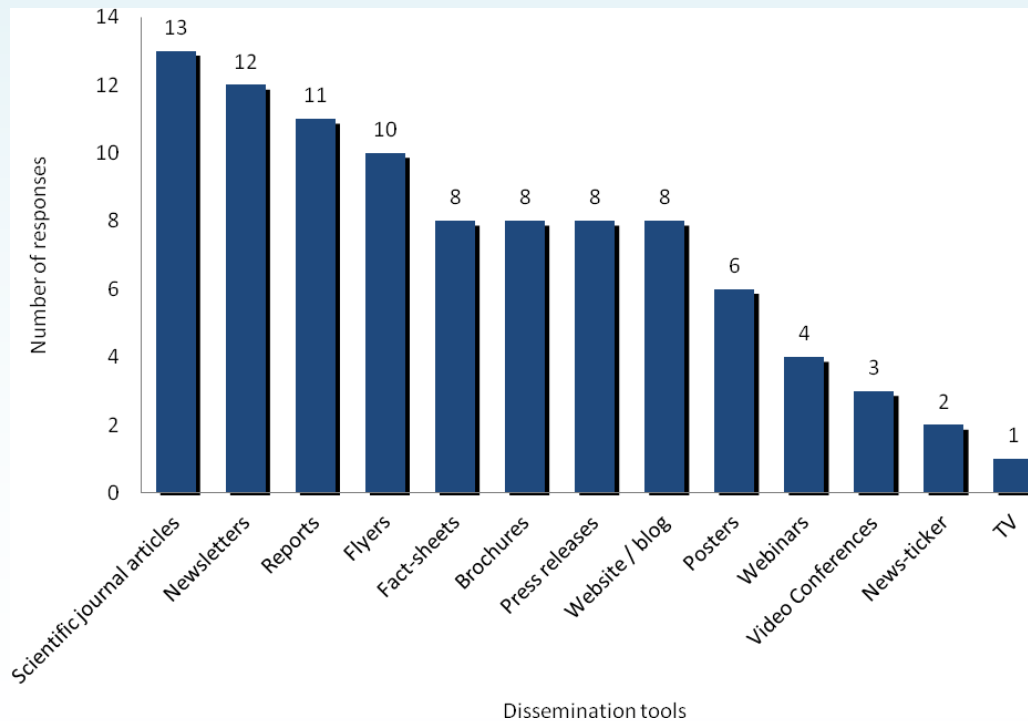


Channels for Dissemination (HOW AND WHEN)

Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36			
Initial series of utility events																																							
Second series of events																																							
Utility visits																																							
Utility events																																							
Workshops																																							



Dissemination Material (WITH WHAT)



Conclusions

- Deviation between plan and reality
 - Transdisciplinary collaboration is always difficult
 - Inclusion of target groups depends to a high degree on their ability and willingness to collaborate (technology suppliers vs. potential users)
 - Broad range of dissemination means and possibilities used
- The final project phase is also a crucial dissemination phase!
 - Final results (i.e. unique selling points) are most interesting to target groups

Thank you for your attention!



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