



COmmunity-based **M**anagement of **E**nvironmen**T**al
Challenges in **L**atin **A**merica

Deliverable 6.2

Title: COMET LA Dissemination and Media plan

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***Authors: Alice Newton, NILU on behalf of the
COMET LA Communication Team***

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1. Executive Summary

This document is the **Dissemination and media plan (DMP)** of the COMET LA project prepared by NILU, co-leader with CeUICN of Work Package 6, Dissemination and outreach. The DMP has been drafted by the COMET LA Communication Team.

The **COMET LA Communication Team** consists of representatives of different Study Site Areas and Work Packages. Each case study site team has appointed a Communication Officer who has joined the Communication Team.

The **COMET LA Communication Team** is responsible for implementing local dissemination and media plans.

The **COMET LA Communication Team** has the function of screening scientific and local outputs for their public news value, processing this information in adequate format (news release, popular science news format), and marketing it actively.

External communication

The DMP has been developed with two different purposes:

- to map out the dissemination strategy and outreach efforts during the project period;
- to define the project “legacy” regarding dissemination beyond the project life-time.

The present strategy aims to provide a consistent, co-ordinated and strategic approach to dissemination and exploitation measures to be carried out during and after the project life span, with a view to maximising the value of the COMET LA approach and outputs. The “post-project” strategy is also outlined to get the most out of the project end products by looking for their transfer and sustainability.



Community-based Management of Environmental Challenges in Latin America

Built in a fully participative manner, the strategy is based on feedback and ideas collected from COMET LA partners via direct communication. This exercise had a double aim:

- to collect existing ideas initiatives among the partnership;
- to drive the thinking on “the COMET LA future” strategically towards goals, so new and additional ideas come up and are reflected in this strategy and work plan.

Inputs have been collected from COMET LA scientific coordinators, and participants.

Considering that the DMP is not a scientific document, feedback has been incorporated and organised in a descriptive way with no mention to sources. The contribution of all the COMET LA team is acknowledged and in particular the support of the COMET LA Communication Team.

The DMP consists of five sections, including this executive summary.

The DMP is designed to answer **4** fundamental questions:

- **Who to disseminate to?**

In section (2) the **AUDIENCE** to whom the dissemination is aimed is described.

- **What to disseminate?**

In section (3) the **MESSAGE** to disseminate is described

- **How to disseminate?**

In section (4) the **TOOLS and MECHANISMS** of dissemination are described

- **When to disseminate?**

In Section (5) a **CALENDAR and PLAN** of dissemination is described.

- In the last section (6) the **ASSESSMENT AND MONITORING** of the success of the implementation of the COMET LA dissemination is outlined.



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2. The Audience: Who to disseminate to?

This section describes who is to be the audience receiving the information that is disseminated, *i.e.* “to whom is the dissemination aimed at”?

- The **general public** (local communities all over the world facing environmental challenges, civil society, people interested in this research field, “stakeholders” through **multipliers** such as journalists, NGO’s, CSO’s)
- The **researcher communities** through the dissemination channels of COMET-LA team members and through the promulgation of publications resulting from the COMET-LA effort through various scientific means (publications, international conference, mailing lists, including in research institutes communication strategies, etc.)
- **Lecturers/trainers** of natural resources management related courses, vocational trainers, university **lecturers**
- The natural resources **management community** *e.g.*:
 - site managers of nature reserves,
 - experts working for a provincial administration,
 - rural planners,
 - engineering consultants,
 - policy makers,
 - mayors,
- employees at high management level in regional or national administration, European Commission staff





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The COMET LA **audience** is organized according to **geographical focus** from local to global.

Special emphasis has been put on outreach to the public (local communities) in and near the COMET LA Case Study sites. In this way, the results of case study site will be much more tangible than the purely conceptual outputs of the project. The target audience of such outreach activities is also more easily defined.

Geographical focus	Target Audiences	Rationale and languages
Institutional, within partner institution	<ul style="list-style-type: none"> • Other researchers • Administrative staff • Examples are given for UCO, the coordinating institution: Vice-rector of Scientific Policy, Research Unit, Environment Research groups, Agriculture and Forestry research groups, Agrifood International Doctorate School, Environmental Sciences Degree, Agriculture and Forestry Engineer Degree, Society outreach department, Press department 	<p>Partners inform the other members of their institution to anchor the project in the institution and to stimulate interest in the project. Interested members of the institution may wish to make a contribution to the project and participate in project activities. They may also be interested in the findings of the project.</p> <p>Furthermore, administrative staff need to be kept informed of the progress of the project and reporting obligations.</p> <p>All project participant languages (ES, PT, EN, NO)</p>



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Geographical focus	Target Audiences	Rationale and languages
<p>In the local community</p>	<ul style="list-style-type: none"> • Other researchers • General public • Relevant stakeholders • Environmental managers • Examples are given by PUJ for the Colombian Case Study: Members of <i>Consejos Comunitarios de las Comunidades Negras</i>; municipality; WWF; Regional Authority for Environmental issues (<i>Corporación Autónoma Regional del Valle del Cauca CVC</i>); Von Humboldt Institution 	<p>The local community is interested in the activities of the partner institutions. The research is supported by public funds and for this support to be justified, it is important to inform the public of on-going research activities. Furthermore, interested members of the local community may wish to make a contribution to the project and participate in project activities. They may also be interested in the findings of the project.</p> <p>The COMET LA case studies are primarily embedded in local research programmes and research institutions. COMET LA partners match part of their effort with other projects financed through institutional funds or with other studies commissioned by local or regional stakeholders. Hence, the COMET LA assessment framework is well anchored in institutional and local practice. It guarantees preservation of the COMET LA <i>acquis</i> and provides opportunities for the further exploitation and development of the foundations laid by the COMET LA project. To take full advantage of these further developments it is important to keep the COMET LA community together after the formal end of the project.</p> <p>Local language (ES) and English as appropriate</p>

Geographical focus	Target Audiences	Rationale and languages
<p>At the national level</p>	<ul style="list-style-type: none"> • Other researchers • General public • Relevant stakeholders • Environmental managers • Decision makers • Policy makers • Examples are given by UNAM-ERA for Mexico: inter- & trans-disciplinary research teams; PhD and other post-graduate programs; local, regional and national policy makers, forest and agricultural policy task force. 	<p>National funds support research activities and for this support to be justified, it is important to inform the public and research authorities of on-going research activities in national institutions. This is true both of the Latin American countries participating (Argentina, Colombia and Mexico) as well as for the European countries participating (Norway, UK, Spain). Furthermore, interested members of in different parts of the country may wish to make a contribution to the project or participate in project activities. They may also be interested in the findings of the project.</p> <p>National language (ES) and English as appropriate</p>

Geographical focus	Target Audiences	Rationale and languages
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">At the regional level (Latin American; European)</p>	<ul style="list-style-type: none"> • Other researchers • General public • Relevant stakeholders • Environmental managers • Decision makers • Policy makers • Examples are given by IADO for Latin America: Artisan fisherman communities, Touristic agencies and touristic services providers, Coastal and port authorities, Lifesavers 	<p>The research activities and for this project are aimed at the regional level (Latin America) and to stimulate cooperation with European researchers and CSO's. The activities of the project findings may be of use in different countries of the region facing similar challenges, so it is important to inform the public and research authorities of on-going research activities at the regional level. Furthermore, interested members of in different parts of the region may wish to make a contribution to the project or participate in project activities. They may also be interested in the findings of the project.</p> <p>Latin American languages (ES, PT)and English as appropriate</p>

Geographical focus	Target Audiences	Rationale and languages
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">At the global level</p>	<ul style="list-style-type: none"> • Other researchers, e.g. members of LOICZ, IGBP, IHDP • Global institutions, e.g. WB, GEF, FAO, Inter American Development Bank (IADB), IICA • UICN constituent, e.g. ORMA, SUR, CEESP, UICN Med, ROFE) • National Development Institutions, e.g. DFID, AECID, etc...) • General public • Relevant stakeholders • Environmental managers • Decision makers • Policy makers, UNEP 	<p>The findings of the project are a contribution to sustainable use of natural resources and therefore relevant to the global community.</p> <p>Latin American languages (ES, PT) and English as appropriate</p>



3. The Message: What to disseminate?

Message	Reason
General information about the project	<ul style="list-style-type: none"> For COMET LA results to be useful, they should be of interest and easily accessible to all possible end users. This audience needs to be informed about the project, its progress, its results, its outputs and its legacy.
Research findings	<ul style="list-style-type: none"> COMET LA produces tools, information, and new knowledge that will outlast the project itself COMET LA contributes to the enhancement of academic courses and professional training in systems thinking and problem solving in general, and in particular in natural systems
Findings relevant to sectors	<ul style="list-style-type: none"> COMET LA contributes to improving available methodologies for the sustainable use of natural resources (such as water, biomass, forests and biodiversity) relevant to the forestry, fisheries, aquaculture and agricultural sectors
Management relevant findings	<ul style="list-style-type: none"> Transition towards sustainable management and the reversal of natural degradation can only be achieved by applying 'systems thinking' and COMET LA develops the appropriate tools
Policy relevant findings	<ul style="list-style-type: none"> COMET LA supports the implementation of existing EU Directives and good practices towards sustainable use of natural resources and is being funded by the EU's 7th Framework Programme COMET LA contributes to the understanding of social interactions within natural systems and how these impact the environment and future policies.



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4. The Tools and Mechanism: How to disseminate?

Tool or mechanism of dissemination	Description
<p>Website and project management site</p>	<ul style="list-style-type: none"> • A project website with 3 different sites (comet-la.eu, comet-la.org, comet-la.net) acts as the dissemination channel for the various communications tools developed by the project. The comet-la.net portal is to be maintained online beyond the project lifetime. An additional project management account (cometlaproject) allows project partners to share documents and calendars and use e-mail alerts about new uploads and materials • Individual Case Study pages have been created on the website and information will be continuously maintained and updated by the COMET LA team. These pages provide brief information about the site, as well as, promotion and presentation activities, such as posters, PowerPoint presentations and more importantly a section with dissemination information, policy briefings, community guidelines, articles, scientific publications and reports. • A e-newsletter with information about latest project achievements (6 monthly) • COMET LA Wiki: rather than a glossary, COMET LA is developing an internet encyclopaedia for natural resource professionals providing up-to-date high quality information. The COMET LA Wiki targets specifically natural resource professionals – both scientists and managers. In contrast to scientific journals that report the most recent advances in research, the COMET LA Wiki is meant not just for disciplinary experts, but for local communities and professionals who need knowledge and experience for a broad range of practical issues. The wiki will be continuously improved, complemented and updated by expert users. COMET LA does not accept anonymous contributions; only qualified experts receive an editing authorisation. The professional quality is guaranteed by restricting editorship to users with recognized expertise, registered in the Contact Database. The wiki facilitates easy access to information and collaborative writing as well as the possibility to link new



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Tool or mechanism of dissemination	Description
	<p>information to existing information. Within the project, the COMET LA Wiki offers the possibility of disseminating final products to the interested public in an efficient and cost-effective way developing documents jointly within COMET LA team taking advantage of previously compiled knowledge in the field of Community-based management of environmental challenges in a climate change scenario</p> <ul style="list-style-type: none"> • Podcasts and news flashes will also be available through the website. • Websites/ mailing lists and newsletters of each of the institutes involved.
<p>Promotional material</p> <ul style="list-style-type: none"> • Leaflets • Posters • Audio • Video • Podcasts 	<ul style="list-style-type: none"> • Production of COMET LA promotional material • Production audio/video-files as podcasts on new project developments. Podcasting is the production and provision of media data (audio or video) through the internet. The video files can be viewed online and users can download them with their browser as normal video/audio files. It is a new dissemination tool reaching out to a younger audience of professionals and those who prefer verbal information. In this context, a series of podcasts (audio/video files) will be produced – these files will give a quick snapshot of ongoing activities and specific partner experiences. Audio-podcasts will be produced and made available through the COMET-LA website. • Podcasts and news flashes will be also be available through social media (Facebook; YouTube)
<p>Media events</p> <ul style="list-style-type: none"> • Press briefings • Press releases 	<ul style="list-style-type: none"> • EU-wide media activities, making best use of EU-wide events such as Euronews • LA-wide media activities, making use of LA wide events • Global media activities, making use of global wide events • International Innovation Report will disseminate COMET-LA in year 2012 and 2013 among its more than 30.000 stakeholders
<p>Scientific dissemination</p> <ul style="list-style-type: none"> • Oral presentations • Poster presentations • Workshops 	<ul style="list-style-type: none"> • All COMET LA partners are encouraged to identify international expert events and sharing them in the COMET LA calendar



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Tool or mechanism of dissemination	Description
<ul style="list-style-type: none"> • Seminars • Conferences • Science dissemination articles 	<ul style="list-style-type: none"> • Dissemination: such events provide good opportunities for distributing leaflets or simply networking among participants and giving information about COMET LA objectives and activities. A leaflet has been produced for the dissemination of the COMET-LA project • Presentations at major expert events will be used to disseminate COMET LA results by giving poster or power point presentations. A template has been produced for COMET LA presentations and a further template will be produced for posters • Liason with related projects to improve the temporal and topical links between project calls of the framework programme. The opportunities for achieving synergy benefits through research cooperation among EU projects can be strongly increased by strengthening the links between these related projects and by explicit cross-referencing. COBRA is another 7FP project on the same topic started before COMET LA. The topics dealt with in this project will provide a ground for in-depth collaboration. COMET LA is also working with the KnowSeas project on management of marine resources. COMET LA has also identified other projects that have similar objectives such as PASSO, ESINDS, AFROMAISON, WISER, KNEU, SPIRAL. The added value of these projects for COMET LA is also the exchange of experience on good practices for conducting this type of projects. COMET LA will also connect to future projects of the Framework Programme with the intention to further exploit and expand the COMET LA outputs. Furthermore, COMET LA is seeking affiliation with the LOICZ project, the IHDP and the IGBP programmes. • Coordination of scientific publications
<p>Policy briefs and community guidelines</p>	<ul style="list-style-type: none"> • COMET LA will produce policy briefs and community guidelines outlining the rationale for choosing a particular policy alternative or course of action in a current policy debates on natural resources. The briefs will provide a targeted discussion of the current alternatives to serve as an impetus for action



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Tool or mechanism of dissemination	Description
<p>COMET LA legacy, beyond the project lifetime</p>	<p>The COMET LA project will result in a series of outputs for the future sustainability science community and which should be continuously used and updated and upgraded when needed and possible.</p> <ul style="list-style-type: none"> • COMET LA products: case study site experiment archives, academic training courses, professional training materials, wiki articles.... • Scientific publications: special issues, conference presentations and articles in proceedings, articles in other journals (plans 2 or 3 years beyond end of the project) • Academic and professional training experiences: masters, PhD, training sessions



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5. The Calendar: When to disseminate?

Global actions

- Each case study will publish at least two pieces of information every six months about the project's progress in its country. These news can be press release, interview or reportage. We will try to achieve the greatest possible impact on the country's media and posted on the website of the COMET-LA. The dates of these publications vary depending on the needs of each case study.
- There will be a press briefing after each stakeholder forum, performing the actions necessary to spread widely in the countries of the case studies, like those of partners.
- A poster or brochure will be developed for each case study and will be published on the website.
- A video presentation will be prepared for each case study and for each of the projects year, in such a way as to show the progress of the project. Also a final video will be produced with images of the overall project.
- Argentine meetings with SH and DM are programmed for the following dates: Pehuen Co and Monte Hermoso May 4th, 2012; Ingeniero White May 10th, 2012. Meetings will include a powerpoint presentation of COMET-LA and COMET-Argentina where we will explain the participants which will be the reach of the project, and our working plans and methodologies including the ideas of personal and group interviews as well as surveys.



Y	M		Event and related products	Messages to be communicated	End Users	Date(s)	Tool / mechanism	Partner(s)
1	1	Jan 2012	Start of project	The projects starts	Project members	15.01. 12	email-alert	UCo
	2	Feb 2012	Kick of meeting in Cordoba	The projects begginings and what this means for the natural resource management arena	Local, national and International stakeholders, end users and general public	15.02.12	Press briefing web	All
	3	Mar 2012	N.Shellfish Association conference Planet Under pressure conference			26.03.12 26.03.12	100 leaflets 100 leaflets Press Release web	SGM NILU
	4	Apr 2012	Foro de preparación de mociones para el VCMN, en Vitoria, España Article in Hoy en la Javeriana (medio de difusión de noticias de la Universidad Javeriana) Radio Programme in Javeriana Stereo	CeUICN comunica a sus miembros la elaboración de mociones sobre el proyecto, que serán presentadas en el VCMN de Jeju Presentation of the project Presentation of the project	Members of CeUICN, UICN global, Regional Committees of UICN Meso y Sudamérica and UICN Mediterranea Members of Javeriana University and other institutios of the Jesus Company in Colombia Academic public General public	11 y 12. 04.12 Beginning of April End of April	Presentation in the forum Article Radio programme	CeUICN PUJ PUJ
	5	May 2012	Video presentation of project in the cases studies country Meeting with people from Consejos Comunitarios (powerpoint)	Actual situation, after actions project, Discussion about the methodology and the fieldwork which is going to carry out on June/July COMET-LA and COMET-Argentina where we will	Local community, CE, stakeholders Members of CCC and PUJ	First of May First of May	Video Power pooint presentation	PUJ-CCC ERA-UNA M IADO-AQM PUJ-CCC

Y	M		Event and related products	Messages to be communicated	End Users	Date(s)	Tool mechanism /	Partner(s)
			Argentine meetings with SH and DM	explain the participants which will be the reach of the project, and our working plans and methodologies	Stakeholders, communities	4 and 10 of May	personal and group interviews, surveys powerpoint presentation	IADO-AQM
	6	Jun 2012	ECSA conference Semestral Newsletter	Actuality and news about the project	General public, members project, stakeholders, local community	04.06.12 15.06.12	100 leaflets Press release Newsletter web	NILU CeUIC N
	7	Jul 2012	ASLO conference Congreso Mundial Sociologia Rural			10.07.12 30.07.12	100 leaflets 100 leaflets Press release web	NILU PUJ-UCo
	8	Aug 2012	Stakeholders forum in Mexico, Colombia y Argentina	Advances in research and locally-adapted tools for the Characterization of SES	Stakeholders Mass media Local community	06.08.12 to 02.09.12	Forum Posters leaflets Press briefing Media events web	Team Communication
	9	Sept 2012	V Congreso Mundial de la Naturaleza	Necessary measures at international level to promote public policies that promote natural resource management by local communities	UICN Members Governments International NGOs	06.09.12	100 leaflets Press Release Motions web	CeUIC N
	10	Oct 2012	EcoSummit			01.10.12	100 leaflets Press release Web	UCo-NILU
	11	Nov 2012						
	12	Dec 2012	assessment the first year of project Semestral Newsletter	Project activity year 1 Actuality and news about the project	General public, members project, stakeholders, local community, CE	10.12.12 15.12.12	Press Briefing Video in the local community Newsletter web	Team Communication CeUIC N

Y	M		Event	Messages to be communicated	End Users	Date(s)	Tool / mechanism	Partner(s)
2	13	Jan 2013						
	14	Feb 2013						
	15	Mar 2013						
	16	Apr 2013						
	17	May 2013						
	18	Jun 2013	Semestral Newsletter	Actuality and news about the project	General public, members project, stakeholders, local community	15.06.13		CeUIC N
	19	Jul 2013	Stakeholders Forum in Mexico, Colombia and Argentina	Advances in research and locally-adapted Prospective Analysis Techniques to SES	Stakeholders Mass media Local community	01.07.13 to 21.07.13	Press Briefing Web Posters Media event	Team Communication
	20	Aug 2013						
	21	Sept 2013						
	22	Oct 2013						
	23	Nov 2013						
	24	Dec 2013	assessment the second year of project Semestral Newsletter	Project activity year 2 Actuality and news about the project	General public, members project, stakeholders, local community, CE	15.06.13	Press Briefing Video in the local community Newsletter web	Team Communication CeUIC N

Y	M		Event	Messages to be communicated	End users	Date(s)	Tool / mechanism	Partner(s)
3	25	Jan 2014						
	26	Feb 2014						
	27	Mar 2014						
	28	Apr 2014						
	29	May 2014						
	30	Jun 2014	Semestral Newsletter	Actuality and news about the project	General public, members project, stakeholders, local community	15.06.14	Newsletter web	CeUIC N
	31	Jul 2014	Stakeholders Forum in Mexico, Colombia and Argentina	Advances in research and locally-adapted Scenario Building Evaluation Methods	Stakeholders Mass media Local community	01.07.14 to 31.07.14	Press Briefing Web Posters Media event	Team Communication
	32	Aug 2014						
	33	Sept 2014						
	34	Oct 2014						
	35	Nov 2014						
	36	Dec 2014	assessment the third year of project	Actuality and news about the project	General public, members project, stakeholders,	15.06.14	Press Briefing Video in the local communit	Team communication

			Semestral Newsletter		local community		y	CeUIC N
	36	Jan 2015	Final steering conference Meeting	Project Outputs and actual situation Management and conflict resolution tools for learning arenas sustainable management and governance models gender issues in the communitybased management of natural resources	Stakeholders International actors, UN, UICN, Governments, NGO, project members, local community	01-15.01.15	Meeting Media events Press briefing Posters Policy brief	Project members

COMET LA legacy, beyond the project lifetime	Event	Date(s)	Tool / mechanism	Partner(s)

This calendar will be reviewed by NILU and CeUICN every six months, in order to include any actualizations.

6. Assessment and monitoring the success of COMET LA dissemination

Tool / mechanism	Expected results	Targets / Indicators of success	Final Assessment
Website	Website established and running without great difficulties	3000 visitors by end of project	Established 12.02.2012
Project exchange platform		Used through life of project by partners	Established 13.02.2012
Printed promotion material	Distribution at 15 major expert events	1500 leaflets distributed by end of project	100 at PuP 03.2012 100 t NSA 03.2012
Newsletter	Mailing list to grow beyond the project members	6 e-newsletters distributed by end of project	
Media activities	Regular press briefings and press releases TV, radio interviews Podcasts	At least 9 press briefings and press releases One Euronews programme by end of project At least 3 podcasts by end of project	
Science dissemination articles	Publications in Science for Environment Policy, Global change, INPUT and International Innovation magazines	At least 6 articles by end of project	



7. Internal communication

Communication is a cornerstone of the project, making it necessary to define a communication team for the project:

- Pepa Ambrosio (UCO)
- Cristina Sobaler (CeUICN)
- Alice Newton (NILU)
- Kerry Waylen and Julia Martin-Ortega, of JHI
- Diana Maya and Elisabeth Alfonso Rincón, from Study Case of Colombia
- Saúl Basurto from Study Case of Mexico
- María Luján Bustos from Study Case of of Argentina

HOW DO WE COMMUNICATE?

For internal communication among project members, we will promote the use of TICs. Direct contact will be maintained by mail and we have created a google docs account to share project documents.

In addition, there will be two annual meetings between members of the project, one in Spain and one in Latin America, to discuss the progress of the project.

In addition, the Coordinator will hold talks by skype with case studies every two months to assess progress of the project.

