

MS08 Target Audience Analysis & Exploitation Strategy

IWW

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Target Audience Analysis & Exploitation Strategy

MS08: TARGET AUDIENCE ANALYSIS & EXPLOITATION STRATEGY

SUMMARY

The objective of this document is to facilitate and guide the public correspondence and dissemination of material about the results of the DESSIN project. It is therefore complementary to the specific support of the demonstrated solutions on their way to market which will be provided in a tailored way by Work Package 42. This document starts with an analysis of the relevant target groups for dissemination about DESSIN, narrowing down their specific profiles in terms of communication needs in terms of scope, content, language, style and most suitable communication tool. The second part of the document outlines the exploitation strategy of DESSIN, starting with an overview of the communication channels, tools, templates and formats DESSIN has set up, and a plan how they are going to be used to reach the identified target groups with different types of information about DESSIN activities and results. The exploitation strategy concludes with an example of a detailed Individual Dissemination Strategy that is going to be applied to all DESSIN results during the project. A third, and last, part of this milestone will be another document called 'Dissemination'. This document will contain a constantly updated list of DESSIN results of the upcoming 6 months, which require dissemination. Complementary, an Individual Dissemination Strategy (IDS) is going to be filled out for every result in order to plan and structure the dissemination of the results. By constantly updating and expanding the overview and by applying the Individual Dissemination Strategy to every result, this document becomes a living tool and documentation of the project's dissemination activities.

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DISSEMINATION LEVEL

- PU = Public
- PP = Restricted to other programme participants
- RE = Restricted to a group specified by the consortium.
Please specify: _____
- CO = Confidential, only for members of the consortium

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Scheme: MAES, 2014 **Fehler! Textmarke nicht definiert.**
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Table 1: Example of table based in ESS lists Fehler! Textmarke nicht definiert.

List of Acronyms and Abbreviations

Executive summary

The objective of this document is to facilitate and guide the public correspondence and dissemination of material about the results of the DESSIN project. It is therefore complementary to the specific support of the demonstrated solutions on their way to market which will be provided in a tailored way by Work Package 42.

This document starts with an analysis of the relevant target groups for dissemination about DESSIN, narrowing down their specific profiles in terms of communication needs in terms of scope, content, language, style and most suitable communication tool.

The second part of the document outlines the exploitation strategy of DESSIN, starting with an overview of the communication channels, tools, templates and formats DESSIN has set up, and a plan how they are going to be used to reach the identified target groups with different types of information about DESSIN activities and results. The exploitation strategy concludes with an example of a detailed Individual Dissemination Strategy that is going to be applied to all DESSIN results during the project.

A third, and last, part of this milestone will be another document called 'Dissemination'. This document will contain a constantly updated list of DESSIN results of the upcoming 6 months, which require dissemination. Complementary, an Individual Dissemination Strategy (IDS) is going to be filled out for every result in order to plan and structure the dissemination of the results. By constantly updating and expanding the overview and by applying the Individual Dissemination Strategy to every result, this document becomes a living tool and documentation of the project's dissemination activities.

1. Target audiences of DESSIN

1.1 Scope and objective

Knowledge, tools and technologies generated and demonstrated through DESSIN must be disseminated to a wide range of professional and lay communities. As each audience and local circumstances are different, they need appropriately formatted material and communication tools that succeed in delivering the right message for each audience and situation, ensuring maximum distribution, uptake and impact of DESSIN results.

This Target Audience Analysis therefore identifies the main two types of DESSIN results against the target audiences.

1.2 The two main types of DESSIN results

DESSIN is delivering:

- Demonstrated technological solutions to tackle current challenges in the water sector such as Water Quality (e.g. driven by requirements of policy implementation such as the Water Framework Directive) and Water Scarcity.
- A framework to assess the value of ecosystem services and how this value can be changed by measures such as the introduction of new technology or management options.

1.3 Target Audiences of DESSIN

- Scientific community
- Technical water managers
- Strategic water managers
- Policy makers and authorities in the field of water management
- Technology providers
- Consultants
- Stakeholder groups
- Funding and financing bodies
- Society
- Media

1.3.1 Scientific community

For the scientific community, the value of information depends on the thoroughness and objectivity with which the scientific method has been applied. Results are expected to have been generated by application of a well-defined and reproducible methodology, gone through meticulous quality control usually involving peer-review and open debate and discussion among professionals.

Contents addressed to the scientific community therefore have to consist of detailed explanatory documents providing comprehensive information on objective, state of the art, methods applied, results achieved.

Communication channels that could be used for the scientific community are professional social networks, congresses, conferences, workshops or seminars, international forums and transnational initiatives (e.g. IWA Cities of the Future programme), public scientific reports, peer review journals and field-related magazines, e-learning materials and software tools. It is important to take into account scientific blogs and specialized websites, as well as other online magazines related to water sector.

1.3.2 Technical Water Managers

Technical Water Managers are the main target group for the practical application of the technology solutions demonstrated by DESSIN. They include technical staff of water and wastewater utilities or of water associations, who are responsible for the management of water bodies or operation of technical facilities. Their primary interest is in the practical application of new solutions, and in the economic and/or performance gains (cost-benefit or cost-effectiveness relation) they may have to a given problem as compared to conventional solutions.

Content addressed to this target group needs to be primarily technical, focusing on the result of research (and not the method how the results were achieved), and providing details on the practical application.

Communication channels that could be used for technical water managers could be software packages, E-learning materials, technical reports, regional events, conferences and workshops. Other channels could be: infographics, audio-visual technical material, explaining the application of the Project and its results.

1.3.3 Strategic Water managers

Strategic water managers from water and wastewater utilities, small and medium enterprises (SMEs), big enterprises, manufacturers, water management and environmental organizations, among others, are the main channel for practical applications of DESSIN research results in society. They are responsible for planning and leading the work of a group of individuals and supervising their work. Their goals are aimed at saving costs and shifting to more environmentally friendly design and management techniques, while taking into account the reliability and consistency of the selected solutions.

Content addressed to this target group therefore need to focus on the practical application of research outcomes with a clear concern in the identification of the most appropriate solutions - better cost/benefit relationship - to a given problem.

Communication channels that could be used for strategic water managers could be executive summaries, Chief Executive Officer (CEO) forums and manager-oriented conferences. In this case,

specialised events and face-to-face meetings are crucial in order to establish an effective relationship with this type of public.

1.3.4 Policy Makers and authorities in the field of water management

Policy makers belong to local, regional and national governments, European committees, water authorities, and planning institutions and have the power to influence or determine policies and practices at an international, national, regional or local level. Institutional relations are basic in this case to achieve this objective.

They aim to improve water management while fulfilling the need of society. Therefore they expect proven solutions and demand a strong focus on mutual understanding with researchers, stakeholder integration and public involvement on the measures to be taken. They have no technical background so content addressed to this target audience must be succinct and very clear on its conclusions.

Communication channels that could be used for policy makers are carefully time-orchestrated media publications and press releases, regional workshops and policy briefs. The most important thing is to maintain a good and close relationship with Public Administration and policy makers, keeping them always informed and explaining the importance of the project for the whole society.

1.3.5 Technology providers

Content still missing

1.3.6 Consultants

Content still missing

1.3.7 Stakeholder groups

Stakeholders in the water sector include very different groups, ranging from water organizations to environmental and consumer organizations. They are very active and often have completely different needs and expectations. If stakeholders support the new technologies and actions that are arising from DESSIN, chances for the support of the majority of the citizens increase, which in return makes the use of the new technology/action much more likely to be taken up by policy makers and other authorities.

Contents addressed to this target audience therefore need to be tailored to the specific needs of the stakeholder group concerned and have to be defined individually. Adapting each content to stakeholders' interests is the most recommendable. One common information can be written, according to their expectations, but it is necessary to adapt it to their specific needs. They have to be informed periodically and give them visibility.

Communication channels that could be used for stakeholder groups are public reports, multimedia, flyers, leaflets and fact sheets, press releases and maybe invitations to congresses and conferences, publications and news about the stakeholders, notice boards, posters, leaflets, newsletters, meetings.

1.3.8 Funding and Financing bodies

Content still missing. Meant is further funding but also capital providers, which support successfully demonstrated technologies by e.g. financing the introduction to the market, venture capitalists or organisations like the German NRW bank, which provide loans to good conditions for that kind of product developments.

1.3.9 Society

Society or the general public is very heterogeneous with different levels of education and interest in water policies and research. DESSIN can provide general information to the interested public and the citizens of the demo site cities to communicate the benefits of DESSIN solutions and gain the support with the project.

Society specific content must be without scientific and technical details, written in either Layman's English or in the native language of the country concerned.

Communication channels that could be used for society could be the use of multimedia (such as social networks, Youtube etc.), flyers, leaflets, press releases to the general press and media campaigns.

1.3.10 Media

Newsworthy facts about the project have to be sent to different media, including specialised and general press. Media and information given have to be selected depending on the public.

Communication channels that could be used in this case are press releases, press conferences, visits, workshops and events.

1.4 General guidelines for the production of deliverables

All deliverables should be prepared keeping the following three questions in mind:

- What is the objective of the deliverable?
- Who is the target audience?
- What is the best way (communication channel) to convey the information to the target audience?

Corporate design is mandatory. All deliverables and outputs of the project should use the templates and tools provided by WA4, so DESSIN has a recognizable brand and a visible impact.

A list with MID's (most important deliverables) will be created. Those deliverables and outputs will receive special attention and dissemination by WA4.

2. Exploitation Strategy

2.1 Introduction

DESSIN has established a range of different dissemination and communication tools and vehicles, which are going to be characterized shortly in the following sections, in particular with regard to:

- the type of information which is going to be presented via this tool
- the frequency this vehicle is used (if applicable)
- the target audience(s) that are best reached via this communication vehicle
- how the dissemination team gets the information to populate these channels

2.2 The dissemination and communication channels in detail

2.2.1 Website/web contents, social networks

2.2.2 Electronic newsletter

2.2.3 Annual magazine

2.2.4 Public reports

2.2.5 Press releases

2.2.6 Presentations (project overview presentations & technical presentations at conferences)

2.2.7 Research papers

2.2.8 Executive summaries/policy briefs

2.2.9 E-learning courses

2.2.10 Software packages

2.2.10 Publications

2.2.10 Leaflet/Brochures

2.3 Internal communication tools

Content still missing

2.4 Which tool for which purpose and target audience

Target	Tools
Scientific community	Professional social networks, specific blogs, congresses, conferences, workshops or seminars, international forums and transnational initiatives, public scientific reports, peer review journals and field-related magazines, e-learning materials and software tools
Technical water managers	Software packages, E-learning materials, technical reports, regional events, conferences, workshops, audiovisual material
Strategic Water managers	Executive summaries, Chief Executive Officer (CEO) forums and manager-oriented conferences
Policy Makers and authorities in the field of water management	Media publications and press releases, regional workshops and policy briefs
Technology providers	
Consultants	Meetings
Stakeholder groups	Public reports, multimedia, flyers, leaflets and fact sheets, press releases and maybe invitations to congresses and conferences. Publications and news about the stakeholders, notice board, poster, leaflet, newsletter, meetings.
Funding and Financing bodies	Reports
Society	Multimedia (such as social networks, Youtube etc.), flyers, leaflets, press releases to the general press and media campaigns, notice boards
Media	Press release, press conference, visits, workshops, events, conferences.

2.5 The Individual Dissemination Strategy (IDS)

The actual exploitation strategy of DESSIN is a living and continuously updated document which is listing all upcoming exploitable outputs of the DESSIN project (on a 6 month preview base) and how they are going to be disseminated.

To that purpose, a specific tool, an “Individual Dissemination Strategy” template (IDS) has been developed. More to come....

Part II: Dissemination

This milestone has two parts. Part 1 explains the basics, the methodology, the channels and the tools we are going to use and it ends after Chapter 4.

Part II (probably should be another document) could be a living and constantly updated document where we could list the deliverables and things to disseminate over the next 6 months. We could fill in the IDS (Individual Dissemination Strategy) for each of them so we know what we have to do, when we have to do it and we can use them as documentation of our activities as well. Part 2 needs to be reviewed and updated constantly.

ANNEX A: Additional information



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