



# Dissemination Plan

**Project: Integrated Hotspots Management and Saving the Living Black Sea Ecosystem – HOT BLACK SEA**

2.2.1.72761.225 MIS-ETC 2303

Project activity number 5: *Dissemination of Knowledge and Best Practices, Public Awareness and Visibility*

Dissemination level - Public

*Status Draft*

**Leading partner of the project:** National Institute for Research and Development in Electrical

Engineering ICPE-CA (ICPE-CA) - Romania

**Partners of the project:** Burgas Municipality – Bulgaria

TUBITAK-Marmara Research Centre - Turkey

Foundation Caucasus Environment (FCE) - Georgia

Odessa State Environmental University (OSENU) - Ukraine

NGO for Sustainable Regional Development and Environment Protection (SuRDEP) - Bulgaria

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### Document Control Sheet

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<sup>1</sup> The Programme is managed by the Romanian Ministry of Regional Development and Tourism.

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## ABBREVIATIONS

<b>BG</b>	Bulgaria
<b>BS</b>	Black Sea
<b>BSEC</b>	Black Sea Economic Cooperation
<b>BSC</b>	Black Sea Commission (Commission on the Protection of the Black Sea Against Pollution), <a href="http://www.blacksea-commission.org">www.blacksea-commission.org</a>
<b>EC</b>	European Commission, <a href="http://ec.europa.eu/">http://ec.europa.eu/</a>
<b>EU</b>	European Union
<b>EU FP</b>	European Union Framework Programmes, <a href="http://cordis.europa.eu/fp7/home_en.html">http://cordis.europa.eu/fp7/home_en.html</a>
<b>DABLAS</b>	The Danube-Black Sea Task Force
<b>GE</b>	Georgia
<b>HS</b>	Hot Spot
<b>ICPDR</b>	Convention on the Protection of the Danube River, <a href="http://www.icpdr.org/">www.icpdr.org/</a>
<b>LBS</b>	Land Based Sources (of pollution)
<b>PA</b>	Project Activity
<b>RO</b>	Romania
<b>TR</b>	Turkey
<b>TUBITAK</b>	The Scientific and Technological Research Council of Turkey, <a href="http://www.tubitak.gov.tr/">www.tubitak.gov.tr/</a>
<b>UA</b>	Ukraine
<b>UN</b>	United Nations
<b>UNDP</b>	United Nations Development Program
<b>UNEP</b>	United Nation Environment Programme

## I. Introduction

This dissemination plan presents a strategy for the HOT BLACK SEA project on dissemination project results, communication and coordination with partners and stakeholders, as well as for the increase in public awareness on Black Sea hot spots and their management, including monitoring and data collections. In the **HOT BLACK SEA** project there are 6 project activities.

The overall objective of the Project is to support efforts to protect and restore the environment quality and sustainability of the Black Sea.

The specific objectives are as follow:

- Harmonise river monitoring programmes
- Harmonise Hot Spots identification and prioritisation
- Update the Lists of Hot Spots based on common Methodology
- Provide data/information management tool to support decision-making in the field of Hot Spots management
- Share competencies to increase capacity in hot spots management embracing the adaptive approach and market-based instruments for pollution control
- Increase public awareness and stakeholders participation in decision-making related to hot spots

HotBlackSea involves five countries: Bulgaria, Georgia, Romania, Turkey and Ukraine, they are further named 'beneficiary countries'.

Multiple stakeholders, including relevant national and regional organizations and NGOs will be involved in the project implementation and participate in discussions, consultations, inception meetings, trainings, workshops or other events. The planned awareness and dissemination project components will not only effectively distribute the project results, but shall also facilitate collaboration between organizations at national, regional and international levels.

## II. List of activities

1. Web-site of the project
2. Consultation and other meetings
3. Dissemination of project results, visibility of Project efforts
4. Raising (public) awareness on the present state of the Hot Spots of the Black Sea.
5. Cooperation with partner organizations, international institutions and other projects

### 2.1 Web page of the project

It is planned that web-page will ensure dissemination of project results, facilitate collaboration between project participants and raise awareness of stakeholders and general public. The web page, specially devoted to the project, is already located at the project web-site ([www.bs-hotspots.eu](http://www.bs-hotspots.eu)). The structure of it is developed based on the project specifics and requirements of EC related to visibility issues. To consistently nourish the webpage, information on the project implementation will be regularly provided by all project participants, and including non-partner organizations where possible. The web-page update will be the responsibility of the project management team.

### 2.2 Consultation and other meetings

Meetings planned in the HOT BLACK SEA project started with the first Steering Committee (SC) Meeting, which was held back to back with the kick-off meeting of the Project. Total 3 SC meetings are planned in the Project. The 2<sup>nd</sup> SC meeting will be organised at the end of the first project year, and 3<sup>rd</sup> – at the end of the second (final) year of the project. The Steering Committee of the project is established in order to provide general management and coordination, and to facilitate the implementation of the project. In its activities, the Committee is guided by the project document and EC requirements. The Committee includes representatives of

the partner organizations and is led by the Project manager. Observers to the SC are representatives of EC DG Env., UNEP, BSC and ICPDR.

The kick-off meeting of the Project – it brought together the project partners and project management team to discuss and agree on a detail project implementation plan, including the specific role of each partner, taking into account results of former projects realized in the Black Sea region.

Five national Inception Meetings were planned in the Project. The Inception Meetings Agendas were developed to create a platform for communication with relevant stakeholders and raise awareness on the project objectives and activities, ensuring steps toward project ownership development in each project's partner countries (Georgia, Bulgaria, Romania, Turkey and Ukraine)

Two stakeholder meetings, two trainings and two workshops are planned during the project implementation period. The first stakeholder meeting, first training and first workshop are planned in the first year of the project and second stakeholder meeting, second training and second workshop during the 2<sup>nd</sup> year of the project implementation.

### 2.3 Dissemination of project results, visibility of Project efforts

The dissemination of the project results shall be mainly developed through the project web-site and through the 6 partner organizations of the project, appropriate ministries of beneficiary countries, Black Sea Commission and other international institutions. During implementation of the project activities a wide range of stakeholders will be informed on the project and shall participate in it. List of activities which results will be disseminated through concrete deliverables are the following:

GA1) Identification of the needs in harmonization of hot spots management based on stakeholders consultation and lessons learned from previous relevant projects/programs; Revision and finalization of the draft regional Methodology for identification and prioritization of Hot Spots; Rivers monitoring strategies harmonization; Promotion of market-based instruments for water pollution control based on examination of International experiences in view of their relevance to the Black Sea coastal states.

Final result of GA1 is report on gap analysis in hot spots management, identification of harmonization needs in between EU and non-EU member states and relevant recommendations

on methodology for the identification and prioritization of environmental hot spots in the Black Sea region.

Report and recommendations will be disseminated through the project website and by the project partner organizations among the stakeholders, Ministries of Environment, municipalities and environmental NGOs networks. Hot Spots Methodology will be elaborated.

GA2) GA2 deals with identification, evaluation and prioritisation of hot spots.

Collection and management of data in the beneficiary countries, determination of the areas under largest threat of pollution, testing of the Hot Spots Methodology, updating of Hotspots lists in Georgia and Ukraine, verification of the updated lists in BG, RO and TU will be promoted with maps of areas under largest threat of pollution and updated lists at the level of relevant authorities and distributed among the other stakeholders and interested public.

To implement GA2 and GA 3, special questionnaire was developed and widely distributed. The questionnaire was meant to become not only an important tool for collecting necessary information, but for communication with all key stakeholders of the project. The Questionnaire was organised in a way to stimulate the stakeholders to themselves identify the gaps in LBS monitoring and management, thus to being prepared for the recommendations of the Project and improvements proposed.

GA3) Development of Hot Spots Data Base in support of decision-making and investment are based on stakeholders consultations and communication with organizations, which can provide the needed data/information. A final result of GA3 is On-line Hot Spots Data Base. Promotion of the Hot Spots Data Base will be ensured through demonstrations how this tool can be used in support Hot Spots management

GA4) GA4 covers activities for increasing sector expertise of stakeholders. Within GA4, two training on investment planning, two workshops on Hot Spot methodology and two stakeholder consultation meetings for the project partners and stakeholders will be organised and appropriate materials will be prepared. Main results of GA4 activities are Stakeholders database in Excel Sheets (as component of the Hot Spots Data Base) and improved knowledge of all partners and stakeholders on investment planning and other issues.

GA5) Within GA5 knowledge and best practices will be disseminated, public awareness and visibility will be built. Teaching public to participate in decision-making, encourage people to participation in public monitoring and control in the field of hot spots management, and increase/develop the knowledge of school children and students on hot spots will be developed through the inception and other meetings, preparation of educational materials and cooperation with existing networks like Black Sea NGO Network, Black Sea Economic Cooperation (BSEC),



Permanent Secretariat of the Black Sea Commission, Danube Commission (ICPDR), UNEP (GPA), DABLAS, etc. Preparation of different information materials targeted to general public will ensure visibility of the project at the level of general public, NGOs, local communities and educational institutions.

GA6) GA6 covers development of management and coordination of all partners' actions. 4 project progress reports, 1 interim project report and final project report will be prepared within GA6 activities. Coordination of the project activities will be carried out through three Steering Committee meetings of partners. GA6 activities will provide for a well-managed joint action ensuring quality of all reports to the JMA and other deliverables of the Project, also, a well-managed joint action reaching consistent financial and manpower planning and strong cooperation with relevant on-going projects.

Visibility of the project efforts will be also reached through the different project reports and planning documents:

- Progress reports – each 4 months
- Interim report (on the 1<sup>st</sup> year activities)
- Final report

The development of the project visibility will be ensured through press releases, leaflets, banners, newsletter, web sites and public events, etc. On every dissemination material, publication or at the dissemination events it will be mentioned that the project is funded by the European Union. Also it will be noted that the content or view expressed in the dissemination materials or events are the sole responsibility of the HOT BLACK SEA project consortium, and can under no circumstances be regarded as reflecting the position of the European Union. Templates for communication letters, presentations and reports will be produced, and also a general presentation, poster, banner and leaflet of the project will be developed in English and translated into the national languages of the beneficiary countries to be disseminated at relevant events.

GROUP OF ACTIVITIES 5			
G R O U P of	<b>Name</b>	<b>Dissemination of Knowledge and Best Practices, Public Awareness and Visibility</b>	
	<b>Responsible partner(P):</b>		
	<b>Partner 3</b>	<b>Foundation Caucasus Environment (FCE)</b>	
	<b>Involved partners</b>	<b>All partners will be involved</b>	
	<b>Aim and purpose (general description of the GA)</b>	<p>The overall aim of this GA is to contribute to a cleaner environment in the Black Sea Basin by dissemination of knowledge and best practices, and public awareness furthering in the field of integrated and sustainable management of Hot Spots. The visibility of the project and EC support will be attended under this GA.</p> <p>The specific aims of the GA is to contribute to change in the inhabitants' behavioural patterns by increasing their awareness, and by wider involvement of local authorities and local population of the coastal regions in the decision-making guiding sustainable management of Hot Spots, especially in Georgia.</p> <p>This GA aims to 'teach' public to participate in decision-making, encourage people participation in public monitoring and control in the field of hot spots management, and increase/develop the knowledge of school children and students on hot spots.</p>	
		<b>Activities description</b>	<b>Partners involved</b>
	<b>Activity 1:</b>	Promotion of the project, visibility of EC support, ownership development	All partners
	<b>Activity 2:</b>	Raising (public) awareness for the present state of the Black Sea ecosystem, the persistent threats and initiatives to address them in providing for sustainable development of the Black Sea region.	All partners

A C T I V I T I E S  5	<b>Activity 3:</b>	Cooperation with existing networks like Black Sea NGO Network, Black Sea Economic Cooperation (BSEC), Permanent Secretariat of the Black Sea Commission, Danube Commission (ICPDR), UNEP (GPA), DABLAS, etc.	All partners
	<b>Activity 4:</b>	Preparation of educational materials for enhancing of public participation in hot spots management and awareness at the level of school children and students	FCA
	<b>Activity 5:</b>	Dissemination of Project results, visibility of Project efforts	All partners (preparation of materials – FCA)
	Expected outputs/outcomes (quantified)		
	Months 4-5 Until 2 <sup>nd</sup> Progress Report	Technical Report on the Five inception meetings organised (one per country, 20-30 participants per country)	
	Months 7-8  Until Interim Report	Project Dissemination Plan	
	Months 4-8 Until Interim Report	Project Logo, banner, leaflet (500 copies) on the present state of the Black Sea ecosystem, the persistent threats and initiatives to address with focus on hot spots management	
	Months 9-22  Until Final Report	Regular postings on web portals of networks and on the web page of the project	
	Months 11 and 23  Until Interim and Final Report	Project newsletter (electronic publication and 100 hard copies per newsletter)	

Months 11-12 Until Interim Report	Educational brochure for children and students (electronic publication and 500 hard copies, published in Turkey by TUBITAK)
Months 21-24 Until Final Report	Guideline for public participation in decision-making related to hot spots management: focus on public monitoring and control (electronic publication and 450 hard copies, published by Georgia FCA)
Months 22-24 Until Final Report	Brochure on the project outcomes with popular presentation of the Hot Spots Methodology and Hot Spots data Base (electronic publication and 500 hard copies, published in Ukraine by OC-NASU)
<b>Expected results</b> (listed; if possible, quantified)	
<p>The expected results are:</p> <ol style="list-style-type: none"> <li>1. Project ownership developed</li> <li>2. Project visibility developed</li> <li>3. Public awareness raised</li> <li>4. Public education at different levels increased</li> <li>5. Knowledge and information on project outcomes disseminated</li> </ol>	

## 2.4 Raising (public) awareness on the present state of the Black Sea LBS monitoring

In implementation of the HOT BLACK SEA (HBS) project stakeholders will be identified, such as authorities, agencies, scientific institutions, NGOs and education institutions and others, which are not always professionally involved in Black Sea LBS monitoring, but would be important for its support and promotion. For instance, NGOs and education institutions can participate in some areas of the monitoring process, available for the broad public (e.g., public network on different accidents related to Black Sea pollution, counts of some animal and plant taxonomic groups/species etc.), and can also educate future HOT SPOT management specialists, etc.

Raising public awareness will be done through the following activities:

- participation of NGOs and educational institutions in inception meetings, workshops, conducted by the project where relevant;
- participation in appropriate project trainings and in dissemination information on training opportunities provided by other projects;
- presentations on the project prepared for different events;
- press releases published in mass-media and on project web-page;
- joint events organized back to back with Black Sea Day, World Water Day and others;
- preparation of leaflets and guideline on public awareness;
- preparation and dissemination of brochure on the project outcomes;
- project reports and other deliverables accessible through the project web-site;

## 2.5 Cooperation with partner organizations, international institutions and other projects

Already at the preparatory stage of the project it was decided that 6 national organizations would be the HBS project partners:

1. National Institute for Research and Development in Electrical Engineering (ICPE-CA) – Romania;
2. Burgas Municipality – Bulgaria;
3. TUBITAK-Marmara Research Center – Turkey;
4. Foundation Caucasus Environment (FCE)
5. Sustainable Regional Development (SuRDEP) – Bulgaria;
6. Odessa State Environmental University - OSENU, Ukraine

The project implementation relies on a strong involvement of partner organizations with different expertise. From the very beginning they will take part in the project planning process and will play

important role during the whole project and in all project activities. Each project activity will be the direct responsibility of several partner organizations, among which, one organization will play the leading role. Partner organizations will bring their experience and put efforts in achieving projects results, including dissemination of them. Moreover, they will take part in ensuring the long-term project sustainability through active making use of project outcomes in their day to day work.

Cooperation with international institutions is also a crucial part of the project implementation approach since the final project aims are related to harmonized and improved Black Sea Hot Spot management as a whole. The most important institutions for HBS are Black Sea NGO Network, Black Sea Economic Cooperation (BSEC), Permanent Secretariat of the Black Sea Commission, Danube Commission (ICPDR), UNEP (GPA), DABLAS, the Black Sea Commission, etc. BSC is responsible for coordination of activities in the region to prevent Black Sea pollution and to support recovery of the BS ecosystem. The EU institutions will promote harmonization of LBS monitoring and management with EU principles and requirements.

### III. Expected Results

1. Well organised and regularly updated project webpage(s)
2. Project ownership developed
3. Collaboration with stakeholders/partner organizations developed
4. Project visibility developed
5. Public awareness raised
6. Knowledge and information on project outcomes widely disseminated
7. Public participation in decision making is improved.

#### 3.1 Well organised and regularly updated project webpages

The project web-page is accessible to public from Month 2 of the Project. The project web-page will be regularly updated by the project partner SuRDEP, based on results of the project implementation and appropriate other information from partner organizations, including partner

and non-partner international institutions involved in the project and from similar projects that cooperate with HBS.

### 3.2 Project ownership developed

Project results will be achieved and outputs of the project will be disseminated in close cooperation with environmental ministries and other national authorities having the responsibilities in the area of Black Sea Hot Spot management and with the Black Sea Commission. Such involvement in the project will be the basis for the project long-term sustainability, hence, for the improvements in the Black Sea hot spot management and protection/recovery of the Black Sea ecosystem.

### 3.3 Collaboration with stakeholders/partner organizations developed

Six project partners are involved in implementation of all HBS projects activities. Collaboration with environmental ministries of the beneficiary countries will be based on their participation in the inception and consultation meetings, workshops and trainings of the project. Strong collaboration with international institutions (Black Sea Commission, EU institutions, etc.) and other ongoing projects will be realized through not only exchange of information but where possible through joint meetings.

### 3.4 Project visibility developed

Visibility of the projects for different target groups will be achieved through different types of activities. Dissemination of project outputs (reports, leaflet, brochures, guidelines etc.) will ensure project visibility for professional organizations involved in LBS monitoring – research institutes, universities, protected areas authorities, NGOs and etc., as well as national and international institutions responsible for LBS management– ministries, environmental inspections, environmental agencies, etc. Project visibility for broader audience – NGOs, local communities and general public – will be reached through newsletters, brochure, press-releases and participation in different workshops and events.

### 3.5 Public awareness raised

Despite quite a narrow topic of the HBS project – improving of the Black Sea Hot Spot management, public awareness will be raised through different types of activities listed in 2.4 above. Awareness activities will cover different segments of target populations and will be carried out in collaboration with partner organizations and NGOs. Attention will be paid not only to raising public awareness on importance and needs of monitoring, but also on possibilities of public involvement in some areas of Black Sea Hot Spot management.

### **3.6 Knowledge and information on project outcomes widely disseminated**

The knowledge and information on the project outcomes will be disseminated through regularly updated project web-site, by presentations at different workshops and meetings conducted by HBS or other projects, project newsletters and brochure, as described in sections 2.1, 2.2, 2.3, 2.4 of this Plan.





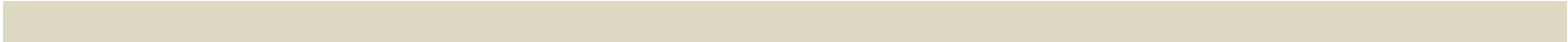
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Activity	MONTH																							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Development of dissemination plan, identification of End-User Core Group																								
Web-page of the project																								
Inception meeting, consultation meetings, workshops, Trainings and Steering Committee meetings																								
Dissemination of project results, visibility of Project efforts																								
Raising (public) awareness on the present state of the Black Sea Hot spots																								
Cooperation with partner organizations, international institutions and other projects																								





# Dissemination plan 2013





Dissemination plan

2013

## IV. Planning of the Activities

## Dissemination plan 2013

N	Activities to attain the objective of the dissemination strategy	Methodology, Approaches, and Tools	Media	Planning and Implementation	Responsible organization
1	Development of dissemination plan, identification of End-User Core Group	Concept development and reviewing by partners	Emails and Inception meetings	M5-M10	FCE
2	Web-pages of the project, regular updates	The webpage shall be developed as a standalone website	Internet	M2 – M24	SuRDEP
3	Inception and stakeholder meetings, consultations, workshops, trainings and steering committee meetings	Meetings concept, predefined agenda, training materials and open discussions.	Emails, oral presentations, public and stakeholders meetings	M2, M3, M5, M8, M9, M11, M17, M21, M23, M24	ICPE-CA, OSENU, FCE, TUBITAK, Burgas Municipality,
4	Dissemination of project results, data base, visibility of Project efforts	Defined templates, webpage, events	Emails, Internet, oral presentations, public meetings, reports, publication	M7- M24	FCE, ICPE-CA, OSENU, TUBITAK, Burgas Municipality,



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5	Raising (public) awareness on the present state of the Black Sea monitoring	Stakeholders involvement and informing, prepared printed and electronic materials webpage, events	Emails, Internet, printed publications, public meetings/events	M3- M24	FCE
6	Cooperation with partner organizations, international institutions and other project	Involvement partners in project planning and implementation, participation in events organized by partners, using partners experience and results	Emails, Internet, invitations to meetings	M1-M24	FCE, ICPE-CA, OSENU, TUBITAK, Burgas Municipality,