



Deliverable 11:

SNOWMAN's Knowledge Dissemination Action Plan

April 9, 2008

Arnd Wieland, UBA
Marijke Cardon, OVAM
Ingrid van Reijssen, SKB

Table of content

1	Introduction	3
2	Knowledge	4
3	Goal for the Knowledge Dissemination Plan	5
4	Target group	6
5	Pool of available tools	7
6	Inventory of actions by the 7 SNOWMAN Partners	8
7	Planning	11

1 Introduction

The communication **strategy** is the framework for all internal and external activities touching both communication and dissemination. Under the umbrella of the communication strategy SNOWMAN presents two detailed plans, namely the **communication** and the **dissemination plan**. Both plans identify and describe actions and products that SNOWMAN carries out during the project realization.

- The Communication Action Plan (CAP) describes all activities planned by SNOWMAN regarding communication.
- The Dissemination Action Plan (DAP) describes all activities regarding knowledge dissemination.

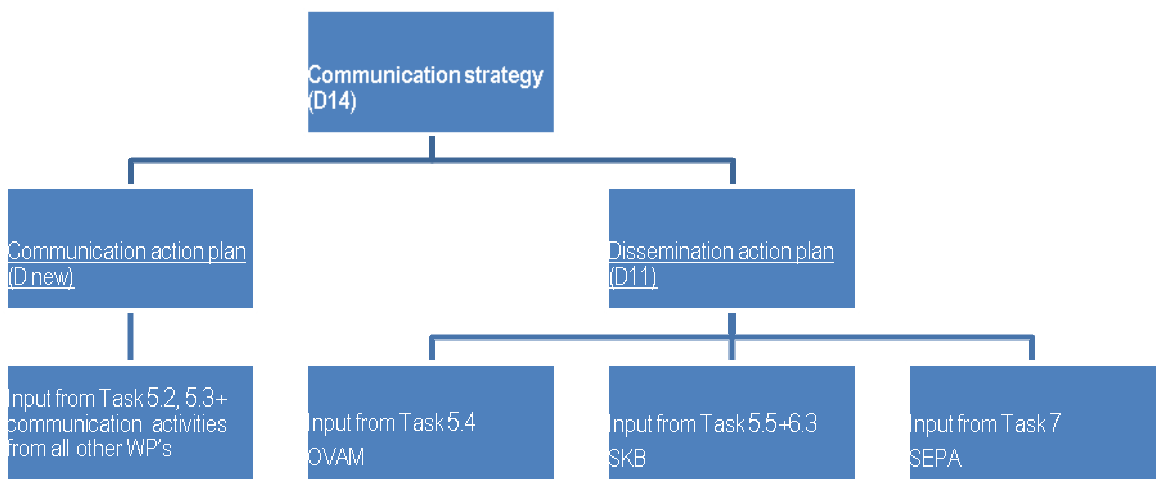


Figure1: elements and sources under the communication strategy

This document covers

- knowledge dissemination actions.
- SNOWMAN actions,
- actions by transnational networks, and
- actions by the seven SNOWMAN partners (7SP).

2 Knowledge

The first question that comes to mind while determining the knowledge dissemination actions is “What knowledge is this action plan dealing with?”

In 2007 SNOWMAN published the four topics for its first Coordinated Call:

- Principles of Sustainable Management of Soil and Groundwater Pollution
- Soil System Processes
- Tools for Sustainable Management of Soil and Groundwater Pollution
- Application of Science and Technology

Out of all the applicants five projects were selected for funding:

- **ENACT** – Extending the Natural Attenuation of Chlorinated solvents Toolbox (27-11-2007 / 27-01-2009)
- **MUSA** – Integrating Multiple Scale Assessment on Ecosystems for Contaminated Land Management (10-10-2007 / 10-12-2008)
- **IOPSIM** – (Im)mobilization of organic pollutants by soil constituents in the soil/groundwater system – Strategies for innovative management (13-11-2007 / 13-01-2009)
- **PERSPEC**- Perspectives on mobilisation of prioritised contaminants in soil (13-12-2007 / 13-02-2009)
- **SUMATECS** – Sustainable management of trace element contaminated soils – Development of a decision tool system and its evaluation for practical application (29-10-2007 / 29-10-2008).

The subject of this dissemination plan are the results coming from the five research projects mentioned above. Between the brackets are the starting and ending date of the projects.

The results coming from these projects are the subject of the execution of this knowledge dissemination plan. The execution of this plan is a test on how to disseminate knowledge and even more important how to bring it to use.

Just as important as to describe what knowledge this plan is dealing with is the description of what knowledge this plan is **not dealing** with.

As argued above this knowledge dissemination plan is dealing with **knowledge developed** by the SNOWMAN funded projects. It is **not dealing with existing knowledge**. SNOWMAN can practice with the activities described in this plan and explore future possibilities to include existing knowledge, too.

SNOWMAN as a project itself gathered a lot of experience on how the mechanisms developed work. The whole process SNOWMAN has gone through to get to a Coordinated Call, the national contributions model (virtual common pot) etc., is very important knowledge for future initiatives or other ERA-Nets like IWRM-net.

However, this knowledge dissemination plan is not dealing with disseminating these experiences. This is being addressed in the Communication plan. The SNOWMAN learning history is a tool that well fits this goal. This learning history is planned for June 2009 in the SNOWMAN activity overview.

3 Goal for the Knowledge Dissemination Plan

The goal for this knowledge dissemination plan is to stimulate **the use** of the available knowledge. Potential users of new knowledge must be stimulated in their wish to learn and to do things different from what they are used to. SNOWMAN as provider of new knowledge therefore needs to be more active in disseminating its knowledge than just making it available.

Use of new knowledge can be stimulated by:

- Knowledge Transfer, so knowledge is **available**
- Knowledge Translation, so it is **accessible**
- Knowledge **embedding**, so it is “common knowledge”

Availability

The easiest step in stimulating the use of knowledge is to make it available to the outside world. SNOWMAN has a website that can be used to publish reports, project sheets and all other products coming from the project. It is not hard to make it downloadable, so that everybody who is interested can take it at anytime. There has to be some kind of publicity surrounding the publication of the documents, otherwise nobody will know that they are available.

Accessible

The next step is to look at the accessibility of the products. Even if the availability is optimal, it still depends on the willingness of potential users to make use of the knowledge. Helpful is, to step into the shoes of the user. He wants easy digestible bits of information that he can use in his specific practice. This requires translation in his professional language as well as summarizing and rewriting.

These actions will help the use and make it easier for users to understand what the potential of the new knowledge is and how he can benefit from it. For example: Funders of research are not by definition the users of that research. Demands set by funders on how knowledge developing projects deliver results from the research may lead to products/documents that are not suited for knowledge dissemination activities.

The questions must be asked:

- Whom does this concern?
- How can we reach that group?
- What is their need?

These actions are to be done continuously during a research program.

Embedding

Even if knowledge is available and accessible, there may be still some barriers blocking the use of new knowledge.

As stated before, the level of use depends on the willingness of users to learn and to change the way they are used to go about their business. This willingness to change has to do with things like feelings of risk and uncertainties, lack of time (new ways cost more time than old routines).

Embedding new knowledge into existing, well respected knowledge bases helps to take away feelings of risks and uncertainties. By embedding, new knowledge evolves into “common knowledge”. Knowledge bases can be guidelines, protocols, education or policy.

Embedding is also important for the SNOWMAN legacy. When SNOWMAN ends in 2009 questions will arise like: Who will take care of the SNOWMAN legacy? Where can all the results from the projects be found?

4 Target group

In paragraph 3 the keywords were **availability, accessibility and embedding**. In this paragraph these keywords have to be connected to target groups.

Not all knowledge lies in the interest of every target group. It takes knowledge from the working field of the potential target group to determine what lies in their interest or how it should be presented.

In the communication strategy paper, paragraph 4.3.3, it was agreed upon transnational networks being the SNOWMAN target group of "Users of knowledge". SNOWMAN must start communications with these networks to find out

- how they can be served best by SNOWMAN knowledge dissemination actions, and
- what they as networks themselves do as knowledge dissemination actions.

Transnational network	Represents	Goal
Common forum	Policymakers	Embedding at national level
ICCL		
NICOLE and other networks	Industry	Availability/accessibility

5 Available tools

To stimulate the use of knowledge different tools are available. Some tools are suitable for more than one goal, while others can be more specific. The communication with the transnational network may lead to new tools.

The following table is aimed as being a starting point for a list of the available tools pool.

Stimulate use of knowledge	Tools	Product	Level
Availability	SNOWMAN website	For the publication and downloading of documents - project sheets - final reports - other deliverables coming from the projects	SNOWMAN (international) level
	SNOWMAN newsletter	To announce the availability on the website	
	Seven SNOWMAN partner (7SP) websites	Project sheets and link to SNOWMAN website	National level
	7SP newsletters	To announce the availability on the website	
Accessibility	General meetings	Consoil Accor HCH conference	SNOWMAN (international) level
	Websites	Information on SNOWMAN research projects in a specific professional language and link to the SNOWMAN website	Transnational networks
	Newsletters	To announce the availability on the website	
	Meetings, workshops	Common Forum ICCL Nicole	

	Journals and magazines 7 SP Conferences Workshops Courses	Publication in journals for specific target group Incorporate SNOWMAN results in activities that are already planned.	National level
Embedding	EUGRIS EURODEMO ETV		SNOWMAN (international) level
	7SP	Guidelines Manuals Protocols Education Policy	National level

6 Inventory of actions by the 7 SNOWMAN Partners

This knowledge dissemination plan describes the activities on the SNOWMAN (International) level. But the 7SP all have their own national tools and activities. If these are put together they will add up to a number of tools and activities that are already being used for dissemination by the partners. If the SNOWMAN results can be incorporated in these, already existing tools and activities, it would result in a much wider dissemination of the results, without causing extra investments or effort.

Netherlands		
Tool	Action	Goal
SKB Website	Publication of final reports	Availability
SKB Electronic newsletter	Publication of results	Availability
SKB Annual conference Soil & Water conference National Soil conference "BodemBreed"	SNOWMAN Posters? Give researchers a chance to give a presentation SNOWMAN Posters	Availability
Workshops/courses	Incorporate SNOWMAN results in workshops/courses	Availability
SKB Cahier	Incorporating SNOWMAN results in appropriate SKB Cahier	Accessibility

Wikipedia	Incorporate SNOWMAN results in SKB Wikipedia	Accessibility
Guidelines Manuals protocols policy	Supporting the knowledge to be adopted into Guidelines Manuals protocols and policy	Embedding
Contact educational boards	To get knowledge in curriculums.	Embedding
Belgium		
OVAM website	Publication of final reports	Availability
OVAM newsletter	Publication of Snowman actions / results	Availability
OVAM electronic newsletter for recognized experts	Publication of Snowman information and incorporating results that are opportune during the period of publication of newsletter	Accessibility
OVAM standard procedures and codes of good practice.	Supporting the knowledge to be adopted into standard procedures and codes of good practice	Embedding
Germany		
UBA homepage, Soil Department	Publication of information, reports, etc.	Availability
UBA press releases	Publication of latest and relevant information for the public	Availability / Accessibility
UBA annual report	Incorporate SNOWMAN results into report	Availability / Accessibility
(Soil) workshops	Incorporate SNOWMAN results into workshop discussion	Availability
PT Jülich / BMBF reports and publications	Publication of results of funded projects	Availability
EUGRIS	Upload of available information, giving contact data, additional information to projects and activities	Availability / Accessibility
(if chosen for funding by the EC, UBA as project coordinator) CAESARI	Sharing information and experience, workshop initiation, online forum, off-line contact, etc.	Availability / Accessibility / Embedding
France		
ADEME web site	Publication of final reports	Availability
ADEME web site, methodological tools part	Incorporate SNOWMAN results in manuals	Accessibility
ADEME Electronic newsletter (the target groups are very wide, efficiency ?)	Publication of results	Availability
National contaminated sites portal web site	Publication of final reports	Availability
ADEME contaminated sites and soils conferences (no regular events, topic related)	SNOWMAN posters, presentations ?, information sheet on participants folders	Availability

ADEME R&D conference on polluted soils (2 nd edition scheduled in October 2009)	SNOWMAN posters, presentations ?, information sheet on participants folders	Availability
ADEME networks (biotechnologies for soil remediation, EURODEMO mirror group)	Publication of results	Availability
Guidelines Manuals protocols policy	Supporting the knowledge to be integrated into the ministry methodological tools	Embedding
Sweden		
SEPA webbbookstore	Publication of final reports?	Availability
SEPA Website	Links to reports	Availability
Renare Mark - national network webbsite	Information of Snowman projects and results	Availability
Renare Mark - conference	Information of Snowmanprojects and results	Availability
SEPA programme Sustainable Remediation	Incorporating SNOWMAN results in appropriate parts (if it is in time)	Accessibility
SEPA Guidelines	Supporting the knowledge to be adopted into Guidelines (if it is a interest from SEPAunit)	Embedding
UK		
EA Publications Catalogue	Publication of final reports	Availability
EA Intranet	Promotion of results	Accessibility
EA Geoscience Newsletter 'Making it Geo'	Promotion of results	Accessibility
Incorporation of concepts into EA policy guidance	Results translated into policy and brought into use	Embedding
CL:AIRE Website & Newsletter	Promotion of results	Accessibility
Environmental KTN Website and Newsletters	Promotion of results	Accessibility
CLAIRE / EnvKTN Workshops / Courses	Promote results to professional community through incorporation into professional development courses	Accessibility / Embedding
Austria		
Datenbank für Forschung zur nachhaltigen Entwicklung (DaFNE)	Publication of proposals and final research project reports	Availability + Accessibility

7 Planning

Tool	Action	Deadline
SNOWMAN website	Publication and downloading of documents <ul style="list-style-type: none"> - project sheets - final reports - other deliverables coming from the projects 	On going, finalized after projects are finalized
SNOWMAN newsletter	Announce the availability on the website	
Seven SNOWMAN partner (7SP) websites 7SP newsletters	Project sheets and lead to SNOWMAN website Announce the availability on the website	Depends on national planning
General meetings	Consoil Accor HCH conference	June 2008 Fall 2008 ?
National Websites Newsletters Meetings, workshops	Information on SNOWMAN research project in a specific professional language and button to the SNOWMAN website To announce the availability on the website Common Forum ICCL Nicole	Depends on national planning Depends on national planning Depends on planning of the networks
Journals and magazines 7 SP Conferences Workshops Courses	Publication in journals for specific target group Incorporate SNOWMAN results in activities that are already planned.	Depends on national planning
EUGRIS EURODEMO ETV	Depends on the status	

7SP	Guidelines Manuals Protocols Education Policy	Depends on national planning
-----	---	------------------------------