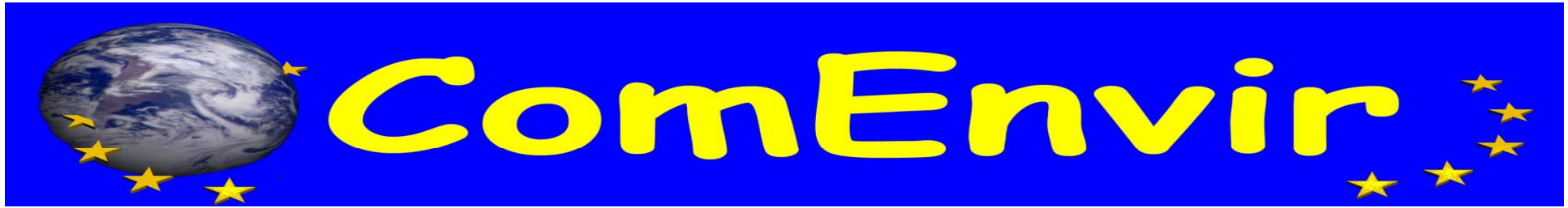


ENVIMACT meeting, Brussels

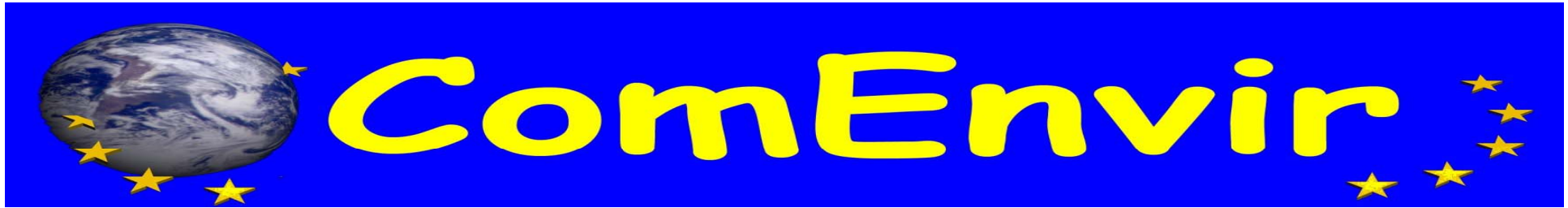
May 30th, 2013



Science plays a major role in addressing water related challenges. Yet European citizens are often not clear how they benefit from EU water research. This lack of awareness and knowledge needs to be corrected.

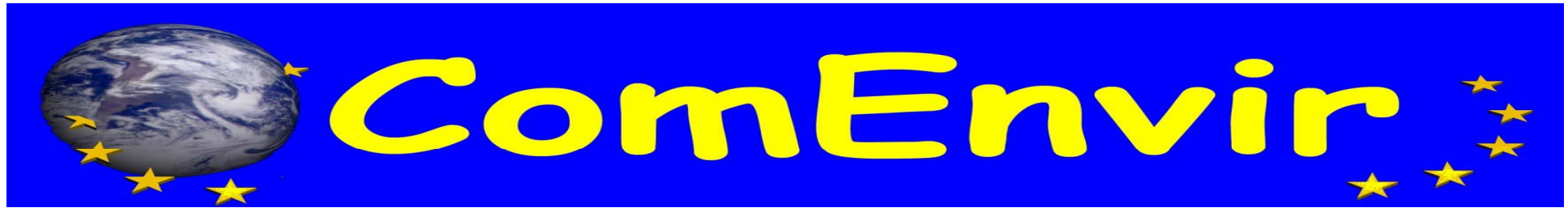
The ComEnvir project communicated results and activities of EU environmental research with two specific target groups - youth and the general public.

The ComEnvir deliverables provided insight into how scientists address specific water challenges and how scientific discoveries are integrated into everyday life.



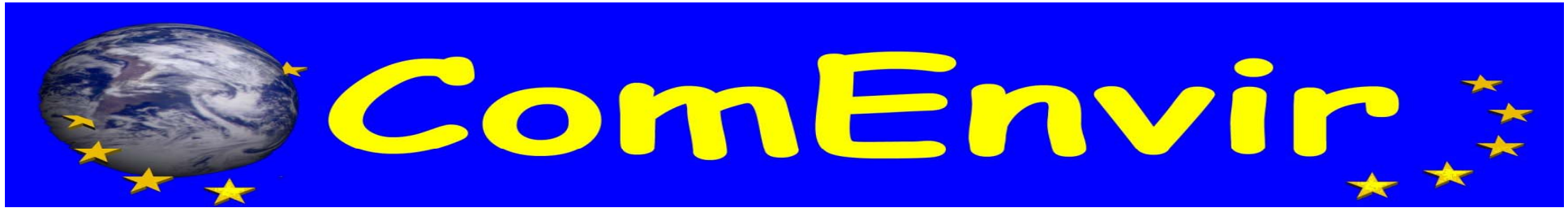
The project has been looking at environmental impacts on water quality and use:

- Mountain waters, specifically organic micro-pollutants that can travel thousands of kilometers and settle in the pristine mountain areas
- Waters in the valleys, especially the effects of pharmaceuticals on living organisms, including bacteria
- Polluted waters and some of the waste bi-products that could be recovered and re-used, helping to conserve our natural resources
- Our oceans, the final dumping grounds for pollutants



Over the last four years, the project has produced a number of deliverables directed to general public, schools and decision makers.

- Book
- Films
- Educational packages
- Internet site



1. The Book

Living with water.....targeting Quality in a Dynamic World

Each book chapter provides information about a specific water environment (headwaters, rivers, oceans) and some of the challenges it faces. This is followed by discussion of the pollution effects and actions taken to redress the situation. Finally, future trends are discussed.

The 200 page book, published by Springer came out in January 2013. **It is directed primarily to non-specialist decision makers and educators.**



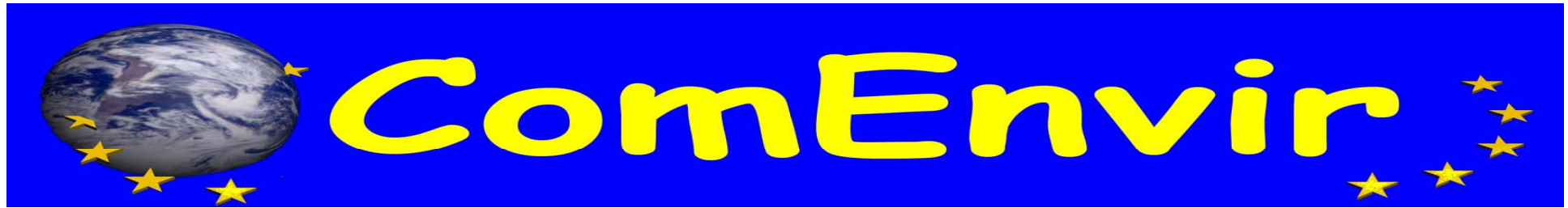
2. Films

Eight films dealing with water quality issues

The demands and needs of the growing human population put the clean waters and our environment at great risk.

The films, in length between **6 and 20 minutes**, show how scientists and decision makers are dealing with these challenges: providing two examples of successes and two examples of failures. **The films target the general public and schools.**

.....have a look at www.comenvir.eu



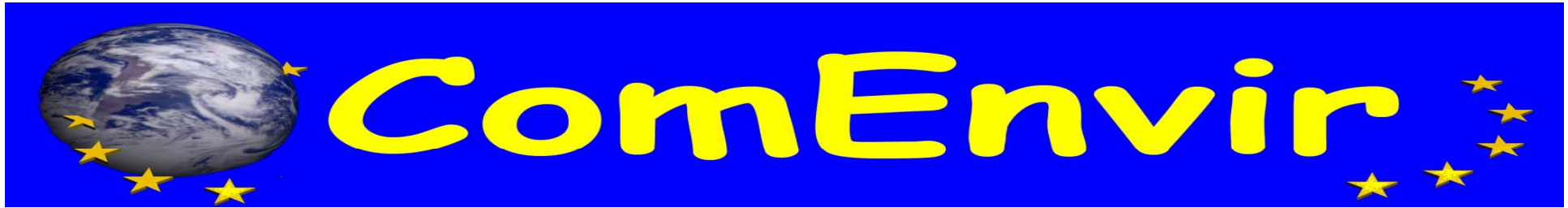
3. Knowledge packages

Four knowledge packages were created, each dealing with different aspects of water quality. The packages, accessible on the internet at www.comenvir.eu, contain the following information:

- 8 films on chosen topics
- FAQs
- Background readings on the key issues
- Additional readings
- Glossary of terms
- Link and document database, access through search engine
- Possibilities for a direct contact to scientists featured or active in the chosen topics

The information packages have also been **customized for educational purposes** to support the work of educators in formal and informal educational settings. The educational DVDs include films, film clips on specific water quality issues and pedagogical materials such as classroom worksheets and glossaries of terms downloadable as PDF files.

The DVDs are available in English and German and target the educational sector.



4. Internet

ComEnvironment [website](http://www.comenvir.eu)..... Serving the European Community

The ComEnvironment website at www.comenvir.eu serves as one of the main dissemination means for the accumulated information on water quality issues. It is structured to allow quick and easy access to relevant information.

Project section: contains background information on the project objectives and deliverables

News section: provides upto date news on water related issues

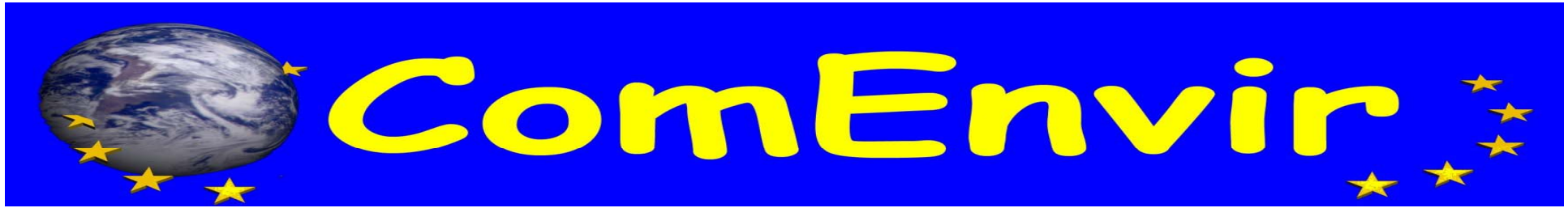
Links: provides access to multimedia content on European environmental research projects

Contact section: provides the means for obtaining feedback from and direct contacts to scientists featured, or active in the topics featured in the project

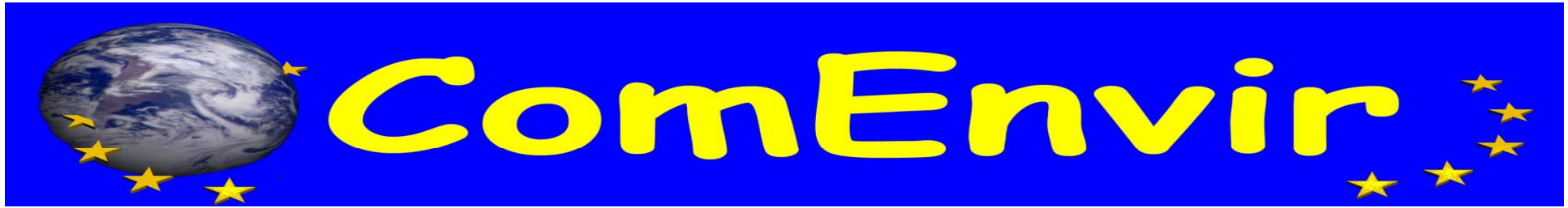
Film section: contains all the water quality related films made within the project

Knowledge section: contains information packages on selected water quality related issues

The ComEnvironment website is part of the EUSEM website that provides information on different topics: health, food, risk and environmental issues. The content can also be accessed through Google, YouTube, Twitter and Facebook. **The site targets internet users.**

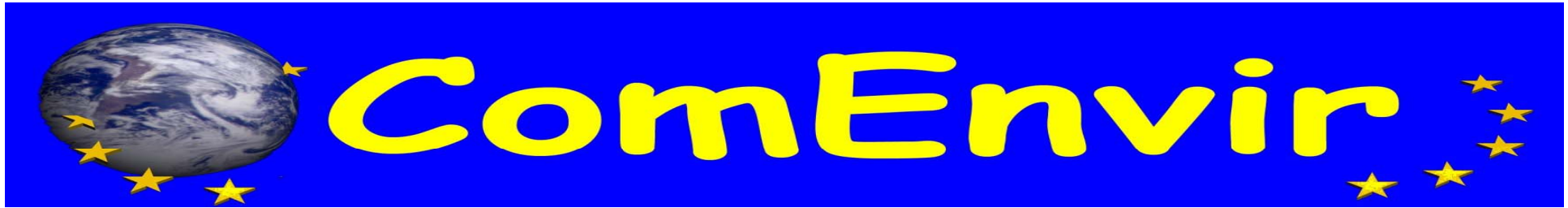


What have we learned?



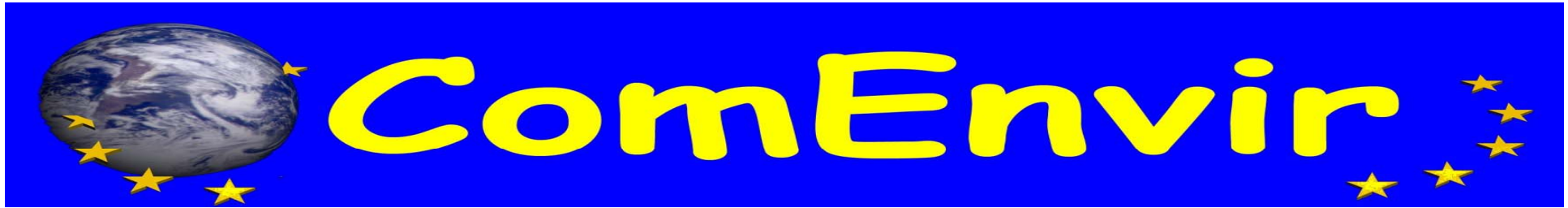
Know your objectives

It is imperative that the aim of the communication and dissemination campaign is clearly defined and in line with the expectations and needs of the target groups.



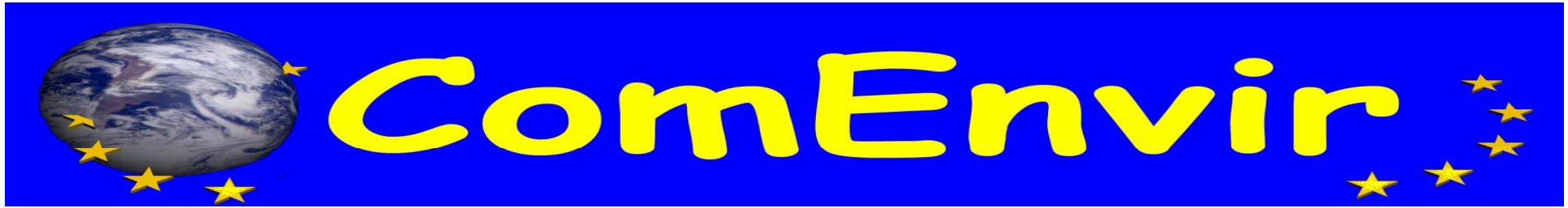
Know your target groups

The target groups determine what is to be communicated, how complex the information needs to be and which communication platforms are to be used to bring the information across to them.



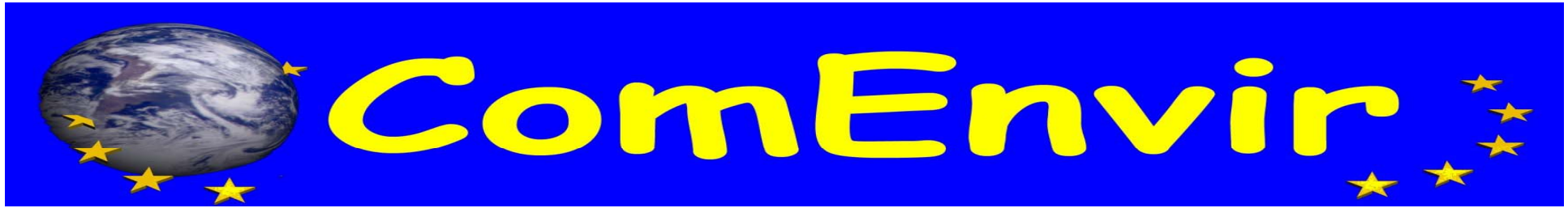
Know your communication platforms

There are numerous way to bring information to the target groups. This depends on the aim and methodology of the communication campaign.



Know how to prepare the information content to the highest possible standard

The communication platforms place constraints on the type, complexity and packaging of the information that is to be communicated.



Know your dissemination strategy

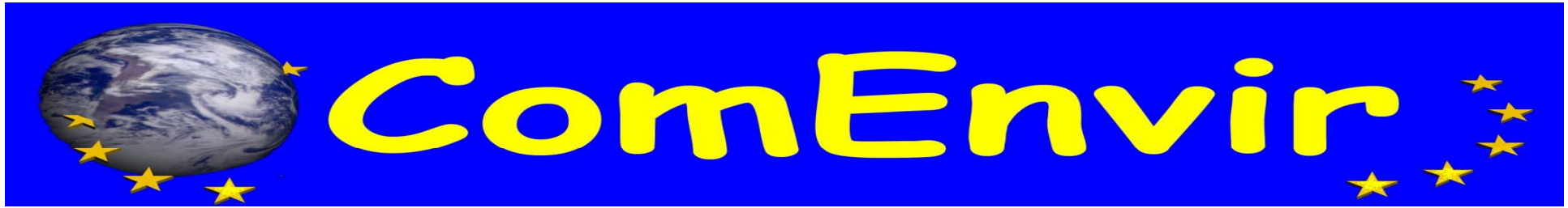
The dissemination strategy needs to be developed in parallel to the discussions about the group to be targeted and communication platforms to be used.



Know your impact

Empirical data provides information about the number of people reached but not whether the communicated content had a desired effect on the target audience.

This can be done more meaningfully using qualitative and quantitative analysis of the targeted groups and the communicated content.



Thank you!

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