



**Best practice in dissemination of results
in environmental research:
experience from Latvia**

Dr.sc.ing. Ivars Kudrenčickis

Institute of Physical Energetics

Laboratory of Energy System Analysis and Optimisation

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Methods of transfer of project results in the Baltic States

- ➔ 85 projects analysed with at least 1 partner from the Baltic States.
- ➔ TOP3 methods of transfer of project results:
 - Publications,
 - Conferences,
 - Workshops
- ➔ Least used methods of transfer of project results:
 - Books,
 - Prototypes,
 - Training

List of good practices addressed in this presentation

- ➔ new forms of science communication,
- ➔ knowledge transfer contacts database,
- ➔ reference user group meetings
- ➔ targeted information portal,
- ➔ public research institute – private company co-operation,
- ➔ summer schools,
- ➔ competition of research works that have to be related to the project theme,
- ➔ involvement of professional PR specialist,
- ➔ Environmental Ministry as organiser of dissemination events of the applied environmental research programme as a whole

Example of dissemination activities

- ➔ FP7 Large-scale integrating project: **VECTORS** –
Vectors of Change in Oceans and Seas Marine Life, Impact on Economic Sectors
- ➔ Project duration: 01/02/2011-31/01/2015
- ➔ Different dissemination activities, including:
 - ***Factsheet series*** - information sheets on the key findings and outputs from project research,
 - Electronic newsletter,
 - ***Knowledge Transfer Contacts Database*** - the database provides contact details for organisations, policy makers, stakeholders and individuals who have a potential interest in the scientific outputs of the project
 - Workshops, conferences etc.

Example of dissemination activities

- ➔ FP7 Large-scale integrating project: ***VECTORS - Vectors of Change in Oceans and Seas Marine Life, Impact on Economic Sectors***
- ➔ ***Meetings of a Reference User Group (RUG)*** - stakeholders who are likely to benefit from, use or be affected by the findings of the project. The 5 meetings will have ***RUG day*** to explain the on-going progress in the project and to discuss the importance and relevance of project findings to the users. RUG day will be organised with the assistance of project partner *Community of European Shipyards Associations*.
- ➔ ***Marine Ecosystem Services Summer school*** - will be organised to disseminate interdisciplinary research skills to the next generation

Example of dissemination activities

- ➔ Baltic Sea Region Programme 2007-2013 project: ***BALTADAPT - Baltic Sea Region Climate Change Adaptation Strategy***
- ➔ Project duration: 11/06/2010-10/09/2013
- ➔ Different dissemination activities, including events (workshops, policy forums, international scientific conferences) and documents (reports, publications, climate info bulletins) etc.
- ➔ ***Baltic Window - information portal:***
 - provides all available information on climate change adaptation in the Baltic Sea Region,
 - designed for decision-makers from the Baltic Sea Region,
 - platform for disseminating results, recommendations and actions derived from *BALTADAPT*.

Example of dissemination activities

BALTADAPT - Baltic Sea Region Climate Change Adaptation Strategy

Baltic Window - information portal:

- ➔ It is planned to integrate the Baltic Window into the European Climate Adaptation Platform CLIMATE-ADAPT, which has been developed by the European Commission and the European Environment Agency.
- ➔ CLIMATE-ADAPT provides an EU-wide information platform on climate change impacts and vulnerability, adaptation plans and strategies as well as adaptation measures and actions.

Example of dissemination activities

- ➔ The BONUS+ Programme project: ***ECOSUPPORT - advanced modeling tool for scenarios of the Baltic Sea ecosystem to support decision making***
- ➔ Project duration: 01/01/2009-31/12/2011
- ➔ Different dissemination activities, including workshops, conferences and publications.
- ➔ Presentations have been made at prominent stakeholder conferences as well as at public events and to target groups of stakeholders, policy makers and politicians

Example of dissemination activities

- ➔ The BONUS+ Programme project: ***ECOSUPPORT - advanced modeling tool for scenarios of the Baltic Sea ecosystem to support decision making***
- ➔ ***A new form of scientific communication*** developed, tested and evaluated during the project. Research data were projected onto a cupola-shaped screen inside an inflatable, enclosed dome.
- ➔ Presentations have been made to a wide range of audiences, and overall the response has been overwhelmingly positive with the expressions that the used visualization technique enhanced understanding and receptiveness.
- ➔ The work with the GeoDome was awarded the ***BONUS+ award*** 2011 for best public activity or product.

Portable GeoDome™

- ➔ In collaboration with *Norrköping Visualization Centre C*, environmental research results from the ECOSUPPORT project have been shown using a portable GeoDome™
- ➔ The dome is inflatable and 20 adults can take place inside, preferably lying down on pillows on the floor. The data is projected onto a cupola-shaped screen. The presentation takes about 30 minutes.



More information about the GeoDome™ : <http://geodome.info/>

Example of dissemination activities

- ➔ LIFE+ project: *HydroClimateStrategyRiga - Integrated Strategy for Riga City to Adapt to the Hydrological Processes Intensified by Climate Change Phenomena*
- ➔ Project duration: 01/02/2010-30/11/2012
- ➔ Project publicity plan, elaborated by April 2010, including time plan for dissemination activities, performance indicators, identification of target groups etc.
- ➔ Different dissemination activities, including seminars for general public and students.
- ➔ Riga City Council has organised competition of research works that have to be related to the project theme – the influence of climate change and its consequence on a global or local scale. The target audience - children of secondary schools (ca.16-19 years old). *3 best research works received money prizes: ~ 285 /~ 140/ ~ 70 EUR*

Example of dissemination & exploitation activities

- *European Economic Area financial instrument programme (part: environmental technologies and eco-innovations), the project “Small scale waste water treatment technologies applying eco-engineering”*
- Project duration: 06/2009 – 02/2011,
- Project aimed to provide user-friendly and easy accessible technical documentation for different target groups on projecting and construction/ installation of small scale WWT based on bio-filters, bio-pounds, wetlands,
- **Academic sector** (*Latvia University of Agriculture*) and **private sector** (consulting company) **partnership**,
- In addition to “traditional” activities – projects documentation publication in internet site, target groups workshops, **an active PR work was carried out, professional PR specialist was involved by the project**,
- **two A4 pages** material was prepared to be disseminated in **Latvian journals, municipal informative media and municipal internet portals, specialised internet portals**,
- **a number of more than 100 publications was reached (positive response of 50%)**

Example of dissemination & exploitation activities

- ➔ *European Economic Area financial instrument programme, **the project “Small scale waste water treatment technologies applying eco-engineering”***
- ➔ **Organisation of target groups workshops:**
 - *5 one-day regional workshops in each of Latvia regions,*
 - *the first half-day devoted to workshop on general issues of WWT ec-engineering technologies,*
 - *the second half-day devoted to specialised consultations*
 - *information/invitation on workshops disseminated mainly through informative channels of municipalities,*
 - *lessons learned: good involvement of public institutions (municipal enterprises), however the channels for involvement of private family houses' households may be diversified*
- ➔ **Additional benefit:** *the project's representatives were invited to give specialised lectures in M.Sc. Programmes at Latvia University (“Environmental Management” and professional “Spatial Planning)*

Example of dissemination & exploitation activities

- ➔ EUREKA project: ***OPTISOIL CLEAN - Optimized complex technology of cleaning soil contaminated by oil pollutants***
- ➔ Development of a novel technique (higher quality of treatment actions with lower costs) for the cleanup of soil contaminated by any concentration of oil or oil products pollutant.
- ➔ Duration: 01/01/2001-01/01/2005
- ➔ ***Private company*** (*Biocentras* UAB/Lithuania) worked together with ***public research organisations*** (*Latvian State Institute of Wood Chemistry/Latvia* and *Kaunas University of Technology/Lithuania*)
- ➔ This technology is mainly in use in Lithuania. *Biocentras* has a number of clients which has enabled them to continue their testing and perfecting of the method.
- ➔ The project received ***EUREKA Innovation Award 2011.***

Example of dissemination & exploitation activities

- ➔ *European Economic Area financial instrument programme “Integration of Environmental Policy in Latvia”*
- ➔ Two parts of the programme:
 - 1) *“Interdisciplinary research and capacity building for environmental policy integration”*
 - 2) *“Environmental Technologies and Eco-Innovation”*
- ➔ In total, 17 projects supported
- ➔ The Programme supervised by the Ministry of Environment Republic of Latvia
- ➔ Implementation period: 06/2009 – 03/2011

Example of dissemination & exploitation activities

Ministry of Environment had taken active role in dissemination & exploitation of the programme results as a whole

- in addition to the dissemination activities performed by each particular project,
- funding envisaged for these activities by the Ministry from the centralised sources of the Programme,
- ***informative video materials*** demonstrating main achievements of each of the projects. For preparation of video materials professional company was contracted, materials have unified structure and thus forms the unified set.
- ***a special workshop day*** – each of the projects presented (oral presentation) main achievements,
- afterwards the video-materials were demonstrated in broadcasts of Latvia national TV (effective dissemination for wide general audience)

Cooperation between environmental researchers and national policy makers (ministries): lessons in Latvia (1)

- ➔ ongoing rather active co-operation to use environmental and integrated (environmental + socio economic) research results in order to develop national climate and energy policies
- ➔ initiated in a large scale by “outside” – requirements of EU new climate-energy policy directives regarding quality of reports,
- ➔ less active co-operation in other environmental sectors

Cooperation between environmental researchers and national policy makers (ministries): lessons in Latvia (2)

- ➔ effectiveness of co-operation limited by :
 - structural and personnel changes in national authorities often taken place
 - limited capacity of national authorities to determine in due time what type of information will be necessary in long-term planning perspective;
 - non-sufficient exchange of information among national ministries

General conclusions of ENVIMPACT project in Latvia (1)

- ➔ insufficient national financing for R&D,
- ➔ researchers are focused to apply for new financing; therefore, dissemination & exploitation activities related to completed research project do not receive particular attention,
important: National research programme in energy and environment areas is the largest state budget funded programme in Latvia; in recent years, particular attention is given to dissemination activities of the research results
- ➔ non-balanced use of communication channels by researchers community; traditional approach still dominate where information is oriented to academic audience,
- ➔ capacity building for researchers to raise the skills how “to sell” the research results is important.

General conclusions of ENVIMPACT project in Latvia (2)

- ➔ Researchers communities often fail to evaluate the whole scope of importance and applicability of research results (*“gold” for limited target group versus “silver” for wider audience*).
- ➔ ***Dissemination & exploitation events are fragmented*** and are mainly organised separately, related to the results of different on-going programmes (FP7, national research programmes, Life+, Baltic Sea Region programme, etc.).
- ➔ The organisation of comprehensive environmental research “days/events” with presentations of the best results from different programmes is very challenging .
- ➔ **Intermediate organisations important for *dissemination & exploitation***

Thank you for your attention!

Institute of Physical Energetics
Aizkraukles 21, LV-1006, Riga, Latvia
Tel.: +371 67552011
Tel.: +371 67558680
Fax: +371 67550839
E-mail: fei@edi.lv
<http://www.innovation.lv/fei>

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